

For immediate release

# The Original **HANGFLAT®** Floating Ring

Press Release

## World premier:

## **The most innovative floating ring since the car tire tubes!** **Hangflat® is the new chic floating ring for two people offering longer hang time in the water.**

**November 22, 2010, Panama.** HANGFLAT® is launching its exclusive world premier in Panama in time for December holiday sales. HANGFLAT® is the most innovative floating ring since the car tire tubes! What CROCS® was to sandals, HANGFLAT® is to floaties.

"We are very pleased to kick-off the exclusive world premier of HANGFLAT® here in Panama. The weather here in the Central-American region is perfect for us. –And, HANGFLAT® was invented in Panama, so it's natural for us to reveal our invention here first." says Hein Haugland, co-inventor. "The many people who have tried it describe this unique experience best just like Ramon Zafrani, recognized architect, says it "[...] after HANGFLAT® being in the water will never be the same".

Mariana Núñez, co-inventor says "HANGFLAT® is a pleasure generator! It just makes you forget time and place while hanging out at the beach, the pool, or boat-side. As water lovers, Hein and I started thinking about what would be the ideal design for an accessory that would allow a couple to enjoy floating while still being inside the water. The fun noodles and the clumsy floating beds, were just not "it". We are thrilled to have taken HANGFLAT® from what started out only as an idea, to now be launching it here in Panama in time for the dry season."

HANGFLAT® is the ultimate beach, yacht, and pool accessory. This innovative floating ring mainly designed for two people, offers the most comfortable and long-lasting way to relax and socialize in waters as a couple, friends, or parents. A must-have for any water lover, as well as for beach house, pool and yacht owners, the HANGFLAT will soon be an expected item at resorts, cruise lines and family water destinations.

HANGFLAT® redefines water pleasure as longer-lasting, more comfortable, more social, and more fun. HANGFLAT® is designed for the most effortless floating in the water. HANGFLAT® is the ultimate chic, modern and cool device for socializing with friends and family. It is changing the meaning of going to the beach, laying pool-side, going out boating in the oceans, rivers, or lakes.

HANGFLAT® is a patent protected product design that conforms ergonomically during use. HANGFLAT® is ideal for exercising in the water. "I was able to do most of my yoga poses in the water with the HANGFLAT®", says Miriam Buttermann, yoga practitioner. HANGFLAT® has a broad spectrum of uses, for which we are currently welcoming partners to explore further. With several innovative design and ergonomic details and a larger-than-normal size than other flotation products, HANGFLAT® simply makes spending more time in the water even more fun.

The launch campaign is driven by fun viral marketing and a progressive product placement program under the statement "The original HANGFLAT® floating ring...now that's what I'm talkin' about". The website ([www.hangflat.com](http://www.hangflat.com)) will feature news updates throughout the season. And, our Facebook fan-page was started in September allowing its fan-base to load pictures and exchange commentary.

HANGFLAT® will be available at select retailers and specialty stores in Panama City during the 2010 holiday season.

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HANGFLAT® ([www.hangflat.com](http://www.hangflat.com)) is a patent protected, inflatable floating ring invention wholly owned and operated by Culteva PTY Inc. ([www.culteva.com](http://www.culteva.com)), a brand building company founded in New York now operating out of Panama City, Panama. Culteva PTY Inc., focuses on developing and launching sustainable brands and innovative marketing solutions for international clients in Central-America, US, Europe, and Asia.

For more information visit [www.hangflat.com](http://www.hangflat.com).

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- 1) The HANGFLAT® couple photo
- 2) The HANGFLAT® group photo
- 3) The HANGFLAT® close-up detail
- 4) The HANGFLAT® packaging
- 5) The HANGFLAT® range
- 6) The HANGFLAT® logo sheet

For more information visit [www.hangflat.com](http://www.hangflat.com).

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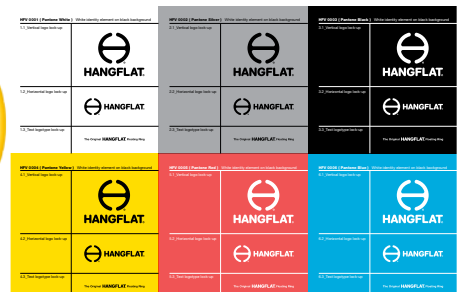
3) The HANGFLAT® close-up detail



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5) The HANGFLAT® range



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