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**FIRST EVER "SOUTH BOUND: PANAMA" LAUNCHES
WITH CULTURAL WEEKEND AT LUXURIOUS
HOTEL MANREY IN MARCH 2012**

*Panama's Cultural Development and Tourism Draws The Entertainment Community
To The Premier Latin American Travel Destination*

LOS ANGELES, CA, FEBRUARY 28, 2012 – Today, **Left & Right** announced its launch as a new platform to promote the country's cultural activities, film, entertainment and tourism industries with **South Bound: Panama A Cultural Connection**, a weekend of special events March 2nd - March 4th 2012. The private three day celebration will bring together the Panamanian and Hollywood community at the stylish and luxurious **Hotel Manrey** located in the heart of Panama City. Celebrities and influencers will travel to the country, sample the finest cuisine, music and art, and partake in the festivities that will benefit local charities, **FANLYC**, which provides support to families of children diagnosed with cancer and **Rescate De La Juventud Colonense**, an NGO dedicated to working with at risk youth in the province of Colón.

From the moment guests arrive at this exclusive hotel on Friday, March 2nd, they will have the opportunity to enjoy one-of-a-kind experiences in Panama. Events hosted throughout the weekend include a special photographic exhibit by actor and artist, **Scott Caan**, along with an opening night celebration. On Saturday, March 3rd, the world-famous **Hollywood Domino Gala & Tournament** will be held for the first time in Central America, and we will also celebrate the official unveiling of the **Panamerican FLAUNT** magazine. The weekend will culminate with Sunday's activities, where invited guests will relax on their last fun-filled day of South Bound: Panama with a leisurely boating tour of Panama City, highlighting all of the points of interest including historical locations and its incredible beaches.

Current Schedule of events for South Bound: Panama A Cultural Connection

- **Friday March 2nd:**
 - Scott Caan Exhibit Opening
- **Saturday March 3rd:**
 - Hollywood Domino Gala & Tournament
 - Event Party celebrating Launch of Left and Right and Pre-Launch of Panamerican FLAUNT Magazine
- **Sunday March 4th:**
 - Boat Tour of the Panama Canal and Panama City Bay

"We are so incredibly thrilled to be partnering with Panama's Ministry of Tourism in putting together this extraordinary weekend," said Ingrid Barajas, C.E.O of **Left and Right**. "Together, we're taking the first steps in creating what we hope will be one of the country's most anticipated annual events that will uncover the hidden treasure that is Panama. The support we've received from the people of Panama and the Hollywood community is a testament to this incredible country that is so rich in culture and history."

Additional details including sponsors and the final schedule of events will be announced at a later date.

ABOUT LEFT & RIGHT

Left & Right is a company newly founded by Steve Tarazi, Director of the Panama-Colon 2000 and Luis Barajas, Founder and Director of FLAUNT Magazine, based in Los Angeles. The purpose of the company is to establish a direct link between cities and strategically developing business that generate significant opportunities for trade in the industries of film, production, media, entertainment, culture, and tourism among others, worldwide.

ABOUT HOLLYWOOD DOMINO

Hollywood Domino is the next generation of the classic game ... It's all the fun things you remember about the traditional game of dominos, with a new Hollywood twist. In this new adaptation, players create a "movie reel" of dominos with unique elements including the "blockbuster tile," the "stunt double," "sequels," "trilogies," and the "red carpet," a lane on which anyone can play! Hollywood Domino was originally created by Daya Fernandez as a fun competitive game among her friends and soon became an instant hit with the Hollywood community, eventually turning into a quintessential celebrity insider event. Since 2008, this star-studded event has called upon Hollywood's elite to help support a number of non-profit organizations around the world - playing dominos for a good cause. For the past 5 years, Hollywood Domino has successfully hosted several high-profile charity events in London, New York, the Cannes Film Festival, Puerto Rico and in Los Angeles, the place where it all started. www.hollywooddomino.com

Hollywood Domino game is available across the US and UK via Amazon.

ABOUT HOTEL MANREY

Most hotels don't have a rearing horse in the lobby, but, then again, most hotels are not the Manrey Hotel in Panama City. The capital's pioneering concept hotel, it has been conceived to appeal to sophisticates who demand something special wherever they stay. Manrey has completely changed the traditional hotel concept,² claims Carlos Tovar, the hotel's General Manager. Thanks to the innovation, exclusive service, and the elegance in every detail, Manrey is the first hotel in Panama to offer a young and sensual ambiance, just like in the world's most cosmopolitan cities. From the street, the glass and black façade plays with your perception, stacking cubes, pillars, and planes to dizzying effect. Inside, everywhere you turn design eye candy meets your gaze, angular couches mingling with curvaceous chairs and chrome columns. The 34 luxurious double and King rooms and an exclusive suite are more restful affairs, decorated in sober shades. Offering garden or city views, some have balconies and all come with flat-screen TVs, iPod docks, and Bulgari toiletries in the sleek bathrooms. Thirsty? Head down to Manrey Bar or up to the rooftop pool lounge bar. With a spirits selection by John Lermayer of Miami's Florida Room, Manrey Bar mixes a mean cocktail. Up top, soak up the sun all day or the atmosphere all night as it becomes Cielo, the place to see, and be seen, by Panama's beautiful people.

Peckish? Reserve a table and space for classic bistro-style dishes at the LT Signature Restaurant, overseen by Laurent Tourondel of New York's BLT empire, or take a bite out of a delicious LT Burger poolside.

Whatever you look for in a hotel, Manrey Hotel is where you'll find it in Panama.

For more information, please visit <http://manreypanama.com/>

ABOUT FLAUNT MAGAZINE

Since the publication of its first issue in 1998, FLAUNT has both evolved with the times and helped pioneer its evolution. Under the direction of its founding editors (LUIS BARAJAS, JIM TURNER and LONG NGUYEN), what began as a luxury fashion title has progressed into a fully fledged lifestyle publication interested in both the serious and fanciful examination of issues relevant to the realms of fashion, art, film, music, media, and literature, and always with the original intent of preserving the publication's core values of constructive inquiry and artistic freedom. Flaunt is a wholly independent magazine published 10 times a year and distributed in 32 countries. The mission of both magazine and Flaunt.com is to provide a venue for emerging talent, a voice for developing movements, and a vehicle for progressive attitudes and unconventional perspectives. While the publication aims to create a visually stimulating and intelligent book that pushes the magazine into the realm of art-object, the website acts as a portal for exclusive interviews, original video content, nightlife coverage, and rare glimpses into the processes of culture creation. Flaunt was recently named one of three finalists, chosen out of 2,800 entries, for a prestigious FOLIO Award in the categories of Best Full Issue of a General Interest Magazine and Best Single Article in a Consumer Entertainment Magazine. The magazine also received three awards from PRINT for Excellence in Design, as well as a medal for editorial design from the Art Director's Club. Flaunt was recently recognized by Graphis, when the magazine was presented with the annual 2010 Gold Award for Issues 90 and 96. Flaunt's Spring Fashion Issue 92 and recent Fall Fashion Issue 106 were both awarded a Benny, the most prestigious print accolade available. Panamerican FLAUNT will be produced in Spanish, as partners with FLAUNT, by 212 PRODUCTIONS, under the direction of the company's founder, INGRID BARAJAS and partner ABEL GONZALEZ. The magazine will be distributed in Mexico and Panama, with growth potential to expand rapidly to the rest of the Latin American countries.