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For Immediate Release
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LATICRETE DONATES \$10,000 TO HELP FIGHT CANCER IN THE NAME OF LONG-TIME EMPLOYEE

In 1956, Henry M. Rothberg founded LATICRETE International. His work developing state-of-the-art tile and stone installation systems revolutionized the marketplace, and 50 years later, the LATICRETE brand remains the industry standard. But even as LATICRETE continued to grow into the global leadership role it now maintains, the company never lost sight of one of its founder's core initiatives: actively supporting social causes. Now, five decades later, this philosophy is as strong as ever at LATICRETE.

It just so happens, LATICRETE's most recent efforts in the support of not-for-profit causes come with a twist of irony. Thirteen years ago, Peter McKeon walked into LATICRETE's Bethany, Connecticut headquarters for an employment interview with today's chairman and CEO David A. Rothberg. During this process, McKeon had a somewhat prophetic answer to the question of his prospective employer: "Besides your work, what else would you like to accomplish?"

"Run a marathon," McKeon said.

Perhaps the answer struck a chord with David A. Rothberg, an accomplished outdoorsman/mountain climber who knows a thing or two about extreme athletic endeavors, since 13 years later McKeon remains a valued representative at LATICRETE. But here's the irony of it all: After all those years, McKeon kept his word and qualified for the 2006 Boston Marathon.

Based upon that, in a tremendous showing of support, LATICRETE proceeded to send a check to McKeon in the amount of \$10-thousand dollars addressed to the Dana-Farber Cancer Institute. "This donation is consistent with the philosophy of the current owner and our founder," said Rothberg, "both of whom always stress the importance of giving back to society. We have been very fortunate to be able to do this. Finding the cause and the cure for cancer is very important. This was a great opportunity for us to combine supporting (McKeon) with a very worthy cause. It was the right thing to do."

In recent years, McKeon has had two loved one's diagnosed with cancer, and decided that joining the Dana-Farber Marathon team would be a great way to raise funds and awareness to help find a cure for this insidious disease that has touched the lives of so many. His overall goal, to raise a thousand dollars for every mile he will run (26.2), is off to a great start, considering LATICRETE's generous donation came just weeks after he began his campaign.

"I'm not shocked at how willing LATICRETE was to help out," McKeon said, "officials there have always been very generous. But I was shocked at the dollar amount. It's unbelievable. This was only the second donation that I have received. This is a great way to start. I've been with LATICRETE a long time, and they continue to show their support for their team."

The Dana-Farber Marathon team is a diverse group, ranging from novice runner to experienced marathoner, and last year raised \$3.4 million dollars to help find a cure for cancer. The Dana-Farber Marathon Challenge directs 100% of the proceeds to the Claudia Adams Barr Program in Innovative Basic Cancer Research.

LATICRETE International is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: (800) 243-4788 ext 235, or outside the USA: (203) 393-0010, ext 235. (800) 243-4788 in the USA or (203) 393-0010

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