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## LATICRETE Sponsored Racer Still in the Hunt for Season Championship



*August 6, 2009:* LATICRETE sponsored race car driver Dennis Pobanz is among the leaders in the Sportsman Division after a 10<sup>th</sup> place finish in the Performance Wheel & Tire and USG Asphalt Assault at Colorado National Speedway in Denver on August 1. Pobanz, a project manager with long-time LATICRETE MVP customer Marino Tile & Marble in Colorado Springs, finished second in the B Main event and was bumped from seventh but recovered to claim 10<sup>th</sup> in the A Main finale. Gearing up for the final two

major events of the season including the Pepsi Labor Day Shootout, Pobanz has locked up four top 10 finishes and currently sits eighth out of 33 racers that have notched at least one point. Pobanz's self-maintained No. 49 Monte Carlo proudly represents the well-known LATICRETE® and SpectraLOCK® brands, as does his trailer and racing uniform. The Colorado National Speedway has been coined "the most popular race track west of the Mississippi River" as more than 12,000 spectators line the oval each weekend, with sellouts expected for the final two major events of the season.

"I greatly appreciate what LATICRETE is doing for me," said Pobanz. "We all know the economy hasn't been great so the support means even more. With the current economic situation the number of racers is down this year, but the competition is much greater because only the seasoned and experienced drivers are racing. It's a real popular division and the crowds have been great. For the first time in my 25 years of racing here there are no double-point events this season, which I was able to win a few years back. That makes it a little tougher to make up ground in the point standings, but we've been running real good this year so far. Fans are getting used to my LATICRETE sponsorship, we got the logo out there everywhere and the back of my trailer has a big LATICRETE SpectraLOCK PRO Grout sign."



Pobanz spends long hours after his days at Marino Tile & Marble are done fine-tuning his 358 Chevy engine in preparation for each scheduled event. On Independence Day, Pobanz won his heat and turned in a sixth-place finish in the Front Range

### Innovative Tile and Stone Installation Systems

Dodge Dealers Mid-Season Championship, highlighting his 160-point season to-date. In the June 27, Race to Find Missing Kids, Pobanz finished third in his heat and cruised to a comfortable eighth-place finish. In this special charity event, Pobanz donated his LATICRETE sponsorship money and some additional funds of his own to help a local Colorado mother locate her 15-year-old daughter. Pobanz and his fellow drivers also went to the stands and filled their helmets with crowd donations to try and end the month-long search.

“I’ve been around LATICRETE for a long time,” says Pobanz. “I know they would be proud to hear that the sponsorship money they donated did more than just help me race this season.”

Marino Tile & Marble represents one of most respected contractor firms in the Greater Denver area, specializing in tile and stone installations for commercial building projects or large-scale renovations. Marino Tile & Marble is supplied with LATICRETE® products by Tim Whitver of the Rio Grande Company, a long-time LATICRETE customer and respected source for LATICRETE tile and stone installation materials in the Rocky Mountain region. Among other high-profile projects, the Rio Grande Co. supplied LATICRETE products for the installation at the new Denver Art Museum designed by Daniel Libeskind, one of the top architects in modern history.

LATICRETE International, Inc. is a family owned business dedicated to innovative, high quality tile and stone installation systems. Based in the USA, the 50-plus year old company is one of the world’s leading manufacturers in its field. It’s well known brands LATICRETE®, LATAPOXY® and SpectraLOCK® are manufactured and sold worldwide. USA /Canada: 1.800.243.4788, outside USA: +1.203.393.0010, [www.laticrete.com](http://www.laticrete.com).

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