



For Immediate Release
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LATICRETE runners participate in Singapore's 15K charity race



For Immediate Release: On November 8, 2009, athletes sponsored by LATICRETE International, Inc., participated in the first 15 kilometer New Balance REAL Run, entitled "The Ultimate X Terrain Challenge," which took place at the Singapore Changi Exhibition Centre. Wearing stylish triathlon running gear and sporting distinctive LATICRETE corporate colors, the team cruised through a challenging course consisting of 4 km of dirt trails, .6 km sandy beaches and 10.4 km of paved roadways.

Tim Tan, Managing Director, LATICRETE Southeast Asia PTE Ltd stated, "Some parts of the terrain were more physically demanding, especially the sandy beach stretch and the final 3km back to the finish Line. The hot sun searing down on the black asphalt road really zapped our energy, even though we've been through this route and situation before. We still found it very challenging! It's a good thing we wore our quick-drying, comfortable tri outfits that helped to keep us going when it got tough."

Team captain Gregory Pong, an interior designer at TID International Private Limited added, "We may not have been the fastest, but in these LATICRETE outfits... we certainly were the loudest!"

The entire team of 11 runners finished the 15k distance in just under 1.5 hours, "Not bad for a bunch of veterans," declared Pong. "We plan on competing in a series of triathlon events slated throughout 2010."

LATICRETE Southeast Asia encourages healthy lifestyles and participation in community public service.

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

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