



For Immediate Release

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LATICRETE Announces Acquisition of Drytek® Flooring Solutions, LLC



March 13, 2011, Bethany, CT - LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, announced today the acquisition of Drytek® Flooring Solutions, LLC, a leading industry supplier of self-leveling cements, decorative concrete toppings, and related products and systems. These products will be maintained under the Drytek brand name and sold through distribution within the LATICRETE Specialty Products Division (SPD).

Since 2003, the innovative Drytek product line has been specified and installed in a wide variety of new building and renovation projects in the USA, including Empire State Building, Macy's, Columbia University, Florida Mall and the Weill Medical Center in New York City.

"As a natural fit for LATICRETE, Drytek will allow us to leverage our national footprint and state-of-the-art manufacturing capabilities into an important and growing segment of the building materials industry" said Ed

Metcalf, LATICRETE President. "We've been looking at this segment for some time and felt the time was right."

Innovative Tile and Stone Installation Systems

John Striednig, Director of the Specialty Products Division said “This premium brand offers a broad set of solutions that add clearly understood value and has a reputation for excellence among contractors and architects.”

For information on Drytek® Flooring Solutions products from LATICRETE, call 1.877.DRYTEK.1.

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.

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