



LATICRETE INTERNATIONAL, INC.
One LATICRETE Park North, Bethany, CT 06524-3423 USA
800.243.4788
203.393.0010
www.laticrete.com

©2006 LATICRETE INTERNATIONAL, INC.
LATICRETE, LATAPOXY and the logo are Registered Trademarks of LATICRETE International, Inc.

For Immediate Release
Contact: Ron Treister or Eric Carson
207-828-8050
epc@communicatorsintl.com
rt@communicatorsintl.com

LATICRETE Sponsors Best Tile Harley-Davidson Giveaway



For Immediate Release: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, recently played a major sponsorship role in Best Tile of Vermont's contractor specific promotion that culminated this December when Glen Wheel of The Carpetmaster in Colchester, Vermont walked out of Best Tile's showroom with the keys to a 2007 Harley-Davidson Fat Boy.

Best Tile of Vermont's Harley-Davidson Fat Boy Giveaway event was attended by over 50 qualifying customers who received one drawing entry for every \$500 increment of materials purchased from participating Best Tile suppliers, which included: LATICRETE, Miracle Sealants, HardieBacker and Blanke. Best Tile of Vermont's contractor specific promotion began in January 2007 and ended 11 months later on December 6 when Wheel's ping pong ball was selected from a bin of over 425 others.

LATICRETE 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,. E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com. LATICRETE, LATAPOXY and the LATICRETE logo are registered trademarks of LATICRETE INTERNATIONAL, Inc.