



For Immediate Release
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LATICRETE Promotes Don Peak to Regional Manager, Oregon Region



December 15, 2008: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has announced the promotion of Don Peak to the position of Regional Sales Manager, Oregon. In his new position, Peak will lead in the execution of sales initiatives in his region, while building and maintaining LATICRETE distribution and contractor relationships in Northern California, Northern Nevada, Northern Utah, Montana, Idaho, Oregon, Washington, Alaska and Western Canada.

Peak, a former Captain in the United States Army, as well as a Group Leader with Target Corporation, has excelled as both a LATICRETE Technical Sales Representative and Contractor Sales Representative primarily in Nevada and Northern California. His successful experience in the field and in-depth knowledge of the LATICRETE System made him the ideal candidate to move into the Regional Sales Manager position. Peak will now report directly to Ron Nash, LATICRETE Director of Sales, North America.

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: 1.800.243.4788, ext 235, or outside the USA: +1.203.393.0010, ext 235, E-mail: technicalservices@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com. LATICRETE, LATAPOXY, SpectraLOCK and the LATICRETE logo are registered trademarks of LATICRETE International, Inc.

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