



For Immediate Release

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LATICRETE Donates to Extreme Makeover in Clarksville, Tenn.



For Immediate Release – February 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, chose once again to donate all of the necessary tile installation materials for the ABC hit reality show Extreme Makeover: Home Edition, in Clarksville, Tenn. Hosted by Ty Pennington, the show has found a way to captivate audiences while changing the lives of one less-fortunate family at a time, enlisting the help of countless volunteers and building products suppliers like LATICRETE to provide new homes and renewed hope. In

support of long-time distribution partner, family-owned Orgain Building Supply Co. in Clarksville, LATICRETE donated the tile installation products for the well-deserving Scott family project in this Eastern Tennessee city.

When Sam Mills of Orgain Building Supply was contacted by one of their “valued customers” in Bert Singletary of Singletary Construction, in search of product donations for the tiled kitchen and bathroom floors planned for the Scott family home, LATICRETE added to the several Extreme Makeover: Home Edition episodes it has supported in recent seasons. With time always a factor for Pennington and his crew, normally faced with about 100 hours to complete each makeover, whenever possible LATICRETE provides one of its rapid-setting thin-set adhesives to allow access for the other trades and also to protect the finished installation often subject to foot traffic long before more traditional thin-sets would set-up. The Singletary Construction crew (pictured above) completed the installation in Clarksville with LATICRETE® 253R Gold Rapid thin-set mortar, which in just two to four hours was ready to be grouted with LATICRETE 1500 Sanded Grout.

The hugely popular ABC reality show works to provide families across the country in need of a new home or “extreme makeover” due to unfortunate circumstances. The story of Trina Scott, a single mother of three daughters, Leyla (17), Deidre (13) and Alethea (11), plucked at the heartstrings of show producers and Americans alike perhaps more than most. In 2002, husband and father David Scott, now a Clarksville police officer after retiring from the United States Army Special Forces, was killed along with his partner, Officer Yamil Baez-Santiago, in a violent car crash while in pursuit of a robbery suspect. Trina Scott and her daughters marched on, but during these trying times were forced to pour \$20,000 into home repairs in

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an attempt to fight off termites that were essentially eating the foundation. That's when Clarksville Police Detective Tyler Barrett decided to nominate the Scott family for Extreme Makeover: Home Edition.

The Emmy award-winning reality program "Extreme Makeover: Home Edition," now in its 7th season, is produced by Endemol USA, a division of Endemol Holding. It's executive-produced by Anthony Dominici. David Goldberg is Chairman, Endemol North America. The show airs Sundays from 8:00-9:00 p.m., ET on ABC.

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. Its 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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