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LATICRETE Donates Products for Ty Pennington's Hit Reality Show on ABC

July 8, 2009: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, generously donated the tile installation products for the Suffield, Connecticut episode of the ABC hit reality show Extreme Makeover: Home Edition, starring Ty Pennington. The Hill family episode was filmed on location in consistent rain the last week of June, and is set to air this fall as the first episode of the show's seventh season. LATICRETE supplied Mason Tile with top of the line, GREENGUARD certified products including LATICRETE® 254R Platinum Rapid, LATICRETE 255 MultiMax™, and LATICRETE PermaColor™ Grout, for a combined total of 1,700 square feet of floor and wall tiles. LATICRETE PermaColor Grout is a high-quality, cement-based grout ideal for both interior and exterior floors and walls.

"The LATICRETE products were great," said Mike Mason, owner of Mason Tile in nearby Longmeadow, Mass.

"The rapid-setting adhesive was huge. It would have been impossible to finish the work without it. We only had a few hours between setting and grouting with so many people trying to accomplish different tasks in such a short timeframe. We set tile over backer board in some areas and concrete in others, and had no difficulties whatsoever."

Led by Pecoy Signature Homes, Pennington and nearly 4,000 volunteers, the Extreme Makeover Home Edition team demolished a rundown 2,200 square foot ranch and replaced it with a 5,500 square foot, Federal-style home in just 106 hours for the family of William and Catherine Hill. Since leaving the Hartford projects in 1991, the Hill's had been raising four of their own children and seven nieces and nephews in their modest ranch on Mather Street in Suffield, a rural Connecticut River Valley town between Hartford and Springfield, Mass. William Hill, a retired veteran of the U.S. Army and two tours overseas in Iraq and Pakistan, returned with his entire family from an all-expense paid trip to Disney Land on Sunday, June 28 for an emotional unveiling of a new two-story, six-bedroom home in front of thousands of overjoyed volunteers and neighbors.



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. 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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