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LATICRETE Corporate Fitness Trainer Completes 2010 Lavaman Triathlon



April 27, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, sponsored Mark Modine by supplying all of the necessary athletic apparel to compete in the 13th Annual Lavaman Waikoloa Triathlon on March 28, 2010, at Waikoloa Beach on Hawaii's South Kohala coast. Modine, the LATICRETE Corporate Fitness Director, completed all three phases of the grueling 51.5K (32 mile) event in full LATICRETE branded gear. The Lavaman Waikoloa Triathlon features a 1.5K (.9 miles) swim, 40K (24.85 miles) bike and 10K (6.2 mile) run that Modine completed in less than three hours.

The USA Triathlon sanctioned event serves as one of the yearly qualifiers for the Ironman World Championships held each October on Big Island, Hawaii.

Battling challenging conditions including heat, humidity and high winds, Modine completed the 1.5K swim in Anaeho'omalu Bay in 26:18. The transition from water to bike is the toughest one, particularly in the Lavaman Waikoloa event where the grueling stretch of road known as Queen Kaahumanu awaits. Modine completed the 40K bike course in 1:20:04, and closed out the event by running the 10K in 57:05. Modine finished this exhausting course with a total elapsed time including transitions of 2:51:18.



"LATICRETE has been very supportive of me," said Modine. "David Rothberg (LATICRETE CEO/Chairman) supports me putting me up to new challenges. He sent me to a Jack Daly motivational seminar and then got me inspired to do another triathlon. If you put out the effort and prove that you will work hard then David backs it up."

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When he's not competing in Ironman triathlons, Modine serves as fitness director for LATICRETE at its 2,000 square foot Shear Strength Fitness Center. Located on the campus of world headquarters in Bethany, Connecticut, the facility features top of the line weight training and cardio equipment and is free for all LATICRETE employees. Shear Strength is open from 5 a.m. to 12 p.m. so all three shifts can enjoy this benefit, and Modine is there at strategically set times to help provide instruction to all employees.

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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