



For Immediate Release

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## The 2<sup>nd</sup> Annual LATICRETE Modified Thunder 150 at All-Star Speedway in NH

*February 25, 2008:* EPPING, N.H. - All-Star Speedway is proud to announce that LATICRETE International, Inc., a global leader in the manufacturing of innovative tile and stone installation systems based in Bethany, Connecticut, has agreed to become a major sponsor of an event that promises to be one of the best open-wheeled Modified races of 2008.

The 2nd Annual LATICRETE Modified Thunder 150 will take place on May 10 at All-Star Speedway in Southern New Hampshire. It will be the first of a new four race series called the All-Star Modified Showdown, which will be the only series featuring many of the best NASCAR Whelen Modified Series race teams against the best of the True Value Modified Series, at a NASCAR sanctioned track.

LATICRETE is a family-owned worldwide manufacturer of products used for the installation of tile and stone applications. Based in Connecticut for over 50 years, LATICRETE is known for high performance installation materials for both residential and commercial tile and stone installations. From tile adhesives, grouts, waterproofing membranes, and floor warming systems, LATICRETE offers the products, warranty and technical support to help your project become a success. Visit them at [www.laticrete.com](http://www.laticrete.com) for more information.

Over the years, LATICRETE has proudly provided sponsorship support to various employees, and even their customers that are racing enthusiasts outside of their normal jobs in the tile industry.

"From tractor pulling to regional NASCAR support, racing is an exciting opportunity for us to support those people that support us. Plus, it's really an exciting sport that allows us to get our name in front of a lot of great fans," commented Maria Oliveira, Corporate Marketing Manager at LATICRETE. "We are very excited to move to a larger sponsorship this year at All-Star Speedway, and are looking forward to growing it next year and beyond."

Several of the most talented Modified drivers have expressed their intentions to compete in this event. Andy Seuss will represent the Whelen Southern Tour with his own car. Ted Christopher, Eric Beers, Rob Summers, Kirk

**Innovative Tile and Stone Installation Systems**

Alexander, Les Hinckley, Jack Bateman, Louie Mechalides, Todd Patnode, Bruce Batchelder and Jon McKennedy are among those that have already stated their intentions to compete in the May 10 event.

The 150-lap race will pay \$5,000 to the winner. Lap money will be added, as laps will be sold at \$50 per lap, starting on February 29 at the Sunoco Speedway EXPO 2008, All-Star Speedway booth. Laps may be purchased after March 2nd by contacting the speedway. There will also be a sponsored halfway bonus for the leader at the lap 75 break. A point fund for the four race series will add an additional \$20,000 in payouts as well.

The 2007 version of this event has been remembered as one of the best pavement Modified events of that entire season. With the addition of new entrants, a point fund, and the sponsorship of LATICRETE, there is no doubt that the 2nd Annual LATICRETE Modified Thunder on May 10 at All-Star Speedway will be one of the most exciting events of 2008 for the pavement Modified division. For further updates visit: [all-starspeedway.com](http://all-starspeedway.com).

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: [support@laticrete.com](mailto:support@laticrete.com). Comprehensive LATICRETE and industry information can be found on the web at: [www.laticrete.com](http://www.laticrete.com). LATICRETE, LATAPOXY, SpectraLOCK and the LATICRETE logo are registered trademarks of LATICRETE International, Inc.



