



For Immediate Release
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LATICRETE Race Car Driver at Frank Maratta Auto Show in CT



For Immediate Release: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, sponsored the race car of Joey Ternullo in the 2010 Nascar-sanctioned Wacky N' Wild Wednesday point series this summer at the Waterford Speedbowl in Connecticut. During the winter offseason, Ternullo was asked to participate in 52nd Annual Frank Maratta Auto & Cycle Show, a three-day celebration and exhibition that took place the last weekend of January at the Connecticut Expo Center. Ternullo's Bandolero race car was placed on exhibit all weekend long and the 12 year old driver spent Saturday afternoon with 19 other drivers signing autographs for attendees.

Joe Ternullo, his father, is the second generation owner of Middletown Ceramic Tile Company, dedicated end users of LATICRETE® products and methods for decades. Joey's grandfather, Carmello Ternullo, opened Middletown Ceramics in 1960 and the company has been using LATICRETE tile and stone installation products in the Greater Hartford, CT area ever since. Joe Ternullo learned the trade under his father for many years and maintained the same level of expertise in the installation of tile and stone, as well as terazzo flooring for customers of Middletown Ceramics.



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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