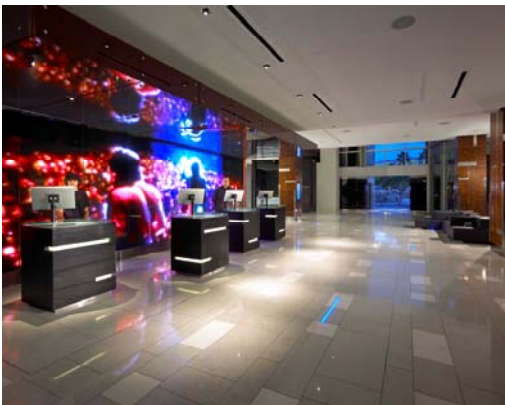




For Immediate Release
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LATICRETE Installed at Hard Rock Hotel San Diego



August 4, 2008: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, was recently specified for the site paving, lobby, corridors and bathrooms at the new Hard Rock Hotel San Diego. Wirtz Tile locally supplied LATICRETE® Hydro Ban for the wet areas, as well LATICRETE 253 Gold multipurpose thin-set mortar for the granite pavers, the stone floors in the corridors, as well as for the stone floors and walls in the

lobby and bathrooms.

For the lobby and bathroom floors at the Hard Rock Hotel San Diego, Wirtz Tile supplied and installed one of the most innovative products in the industry today: LATICRETE Hydro Ban™, a thin, load bearing, liquid applied waterproofing/anti-fracture membrane that does not require the use of fabric in the fields, coves or corners. LATICRETE Hydro Ban is a one-component, roller, trowel or paint brush applied membrane that bonds directly to metal drains and PVC pipe penetrations, dramatically increasing productivity by eliminating the most time consuming aspect of installing a traditional waterproofing/anti-fracture membrane with fabric.

LATICRETE Hydro Ban can be used for interior and exterior residential and commercial installations as well as continuously submersed applications such as swimming pools, fountains and spas. It can be applied over all common building substrates with unmatched adhesion when compared to the competition.

Innovative Tile and Stone Installation Systems

Located at the entrance of the Gaslamp Quarter across from the San Diego Convention Center, Hard Rock Hotel San Diego boasts an upscale, contemporary design, signature restaurants, a sophisticated nightlife, superior customer service and, of course, the distinctive thread running through all Hard Rock properties – rock ‘n’ roll. Amenities include 420 rooms and suites including 17 Rock Star Suites, over 40,000 square feet of unique meeting and event space, a world-class Nobu restaurant, and two bars – Moonstone Lounge and Sweetwater Saloon – operated by nightlife entrepreneurs Rande and Scott Gerber, founders of the Gerber Group. Additional features include Maryjane’s Coffee Shop, a Rock Spa and fitness center, a landscaped rooftop pool deck with private cabanas, a Rock Shop and a Pinkberry yogurt store. For more information visit www.hardrockhotelsd.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: 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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