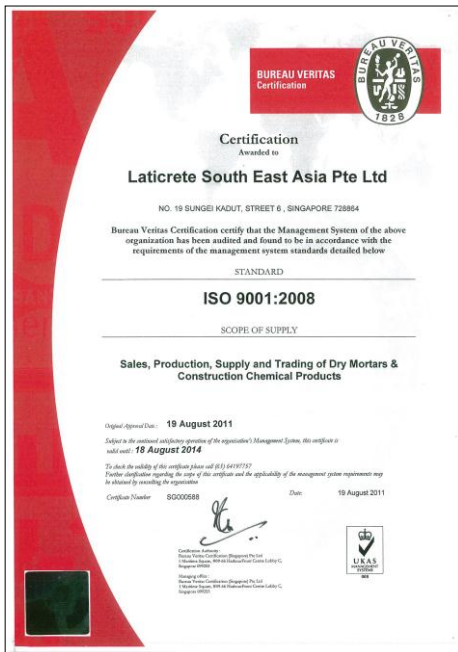




FOR IMMEDIATE RELEASE
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LATICRETE Southeast Asia Pte Ltd qualifies for ISO 9001 Certificate of Registration



September 29, 2011: LATICRETE, a global manufacturer and leader of premium installation and finishing systems for the building industry, announced today the management system of LATICRETE Southeast Asia Pte Ltd. has been certified to ISO 9001 by Bureau Veritas Certifications.

ISO 9001 is an international quality standard developed by the International Organization for Standardization (ISO), a worldwide federation of national standards bodies representing some 130 countries. Bureau Veritas is a global leader in conformity assessment and certification services. The firm develops innovative solutions to reduce risk, improve performance and promote sustainable development. A trusted resource, Bureau Veritas has 930 offices and 330 laboratories in 140 countries worldwide.

“Professionalism is what drives LATICRETE,” stated Erno De Bruijn, President LATICRETE International Division. “The fact that our Singapore manufacturing facility is now ISO 9001-certified is just another indication of how our company is always striving to meet the highest

professional standards worldwide.”

LATICRETE International, Inc. is a US-based, family-owned global manufacturer and leader of premium installation and finishing systems for the building industry. LATICRETE® products are produced and distributed worldwide in the commercial and consumer channels. The company’s philosophy of innovation and technical expertise has led to an unparalleled reputation and commitment to superior quality, performance and customer service. Manufactured in state-of-the-art ISO 9001:2008 certified facilities, LATICRETE offers a broad product portfolio including an extensive line of low VOC sustainable products independently certified by GREENGUARD.

LATICRETE®, LATAPOXY®, SpectraLOCK®, Hydro Ban® and DRYTEK® are registered brands of LATICRETE International, Inc. *Corporate Website:* www.laticrete.com.

Innovative Tile and Stone Installation Systems