



**For Immediate Release**  
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### **LATICRETE Sponsored Car Takes McKennedy to a First Place Win**



**For Immediate Release – July 16, 2010:** LATICRETE announced today the first place win for driver Jon McKennedy of Chelmsford, MA at the LATICRETE Port City 100 Modified Racing Series event at the NASCAR Sanctioned Lee USA Speedway held on Friday, July 9, 2010.

Sporting the LATICRETE colors on his car for this event, McKennedy passed 19-time Modified Champion Dwight Jarvis on lap 74 and drove to the coveted victory, much to the delight of the 50 LATICRETE customers on hand, who were given VIP treatment at the one-third mile oval as part of the race sponsorship set up by LATICRETE Representatives, Peter McKeon and Matt Bunszel.

“We fell back to like seventh or eighth,” the 23-year-old rising star recalled. “With 40 to go I started to go and slowly picked them off. It feels good to win here at Lee. I want to thank LATICRETE and Power Mist Racing Fuels for their support.”

After a slow start, McKennedy appears to be back on track. The 2009 defending Modified Racing Series Champion now has finishes of third, second and first in his last three outings, placing him third in the season standings.

Customers of LATICRETE were treated to a night of thrills, spills and conversation along with complimentary dinner and drinks on a night perfect for outdoor activities. Rick Bolduc from Merrimac Tile Co., of Derry (N.H.)

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waved the green flag to start the LATICRETE 100, while Eddie Augusta from Ed's Ceramic Tile was the lucky winner of the Speedway's 50-50 raffle that paid him nearly \$800.

"This night was even more fun than last year," stated Carl Dubberly owner of Artistic Tile in Nashua (N.H.). "And last year's event was one of the most enjoyable evenings me and my wife had all of last year." The guests of LATICRETE cheered Jon McKennedy and his LATICRETE car with each pass on his way to the front, capping off a night to remember in victory lane.

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. Its 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](http://www.laticrete.com)

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