



**For Immediate Release**  
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## LATICRETE Sponsors Race Car for Son of Second-Generation Customer

(Middletown Ceramic Tile Co., founded by Carmello Ternullo has been using LATICRETE for 50 years)



**May 12, 2010:** LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has sponsored the Bandolero race car of Joey Ternullo for the 18-week season coined Wacky 'n Wild Wednesdays at the Waterford Speedbowl in Waterford, Connecticut. Just 11 years old, Ternullo has been racing competitively for six years. The sixth-grader placed second in the Wednesday, May 5 race to officially kickoff the season. His LATICRETE branded No. 9 car zips around the NASCAR-sanctioned 3/8-mile racetrack at speeds in excess of 75 mph.

Joe Ternullo, his father, is the second generation owner of Middletown Ceramic Tile Company, committed end users of LATICRETE® products and methods for decades. Joey's grandfather, Carmello Ternullo, left Sicily in the late '50s for America and opened Middletown Ceramic Tile in 1960. The family-owned company has been using LATICRETE materials and methods for every project ever since. Middletown Ceramic Tile Company is currently celebrating something LATICRETE knows all about, 50 years of success in the tile and stone industry.

"Joey's grandfather was a tile setter in Italy before he brought his family to Connecticut," said Joey's proud mom, Jennifer Ternullo. "He started using LATICRETE right away back in the '60s. He's since passed away, but my husband (Joe Ternullo) took over the business and still uses LATICRETE to this day. We're proud to be associated with them."



### Innovative Tile and Stone Installation Systems

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After steadily moving up the ranks each year, it was time for Joey Ternullo to make the leap to the Bandolero division for the 2010 racing season. LATICRETE helped sponsor his 600 Racing, Inc. Bandolero car, a turn-key spec-series racer powered by a sealed, Briggs & Stratton 570cc Vanguard engine. This June, Ternullo will hone his racing skills with two-days of professional, personal instruction at Lowe's Motor Speedway in Charlotte, North Carolina. And while Ternullo is new to the Bandolero Division and Wild 'n Wacky Wednesdays, the Waterford Speedbowl was built in 1951 just miles from the junction of Route 85 and Interstate 395 in Connecticut. The challenging two-groove speedway can hold 7,500 spectators and is now hosting the 10<sup>th</sup> season of Wacky 'n Wild Wednesdays at 7 p.m. each week from May to the Sept. 1 finale.

The Middletown Ceramic Tile Company is located on Ranger Avenue in Middletown, CT, just 16 miles south of Hartford. Celebrating 50 years of success, the family-run tile and stone installation company can be reached by phone at 860.347.2821.

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. It's 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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