



For Immediate Release

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LATICRETE Appoints Jake Tarry to Technical Sales Rep for Oregon Region



For Immediate Release – March 8, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has announced Jake Tarry has joined the company in the position of LATICRETE Technical Sales Representative for the Oregon Region. Tarry joins LATICRETE from Real Stone Source, where he posted top sales numbers for his Western territory in a similar role for the natural stone masonry veneer production and design company. With 16 years of experience in sales of both tile and masonry products, Tarry will help support existing LATICRETE distribution partners and customers while seeking out new opportunities in Central and Northern California, as well as Northern Nevada.

Prior to his time with Real Stone Source, Tarry spent four years with MasterTile West, the California-based division of the nationwide wholesale distributor of tile, stone and allied products. The combination of Tarry's background experiences will benefit new and existing LATICRETE customers, in particular distributors and contractors directly with involved with the quickly growing development of tile and stone usage for exterior veneer applications. Tarry will promote the benefits of the LATICRETE Masonry Veneer Installation System and the LATICRETE 10 Year Exterior Façade Warranty. LATICRETE MVIS provides a faster, more durable and efficient system of materials and methods to replace the time consuming traditional practice of metal lathe and pins used for exterior façade installations. The direct adhered specification of the LATICRETE MVIS offers a permanent, problem-free solution with unmatched protection against water intrusion and the resulting delamination of the finished tile or stone surface.

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

Innovative Tile and Stone Installation Systems

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