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Wacky Season for Joey Ternullo with LATICRETE racing



Aug. 26, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has kept an eye on the No. 9 car driven by Joey Ternullo from Middletown, CT, this summer - even when his Bandolero has been flipped upside down. LATICRETE made a sponsorship contribution to Ternullo Racing for the Wild 'N Wacky Wednesday's point championship series held each week at the Waterford Speedbowl from late May to this September 2.

Ternullo, 11, had an interesting first season in competitive race car driving, picking up his first victory back in May and rising as high as fourth in the point standings by mid-August. But Ternullo banged up his Bandolero on Aug. 18 (see below image from Norwich Bulletin, CT) in a five-car pileup that left him upside down in Week 16 of the 18 event series. With one race left he seems destined for sixth-place where he stands now with 419 points, 86 points out of



a top-three finish. During this time, Ternullo was asked by track officials to take part in a promotion at the Waterford Mall, with his car next to him no less, to sign autographs, take pictures and meet local fans. FOXCT



was there to cover the event in support of the Speedbowl and picked up on Ternullo's poise and charisma for his age. FOXCT news reporter Sarah Cody, the popular host of the stations "DayTrippers" program, headed to the Waterford Speedbowl with crew to film Ternullo's next race experience with plans to run the special feature the week of Aug. 31 on local FOXCT affiliates.

Innovative Tile and Stone Installation Systems

“It’s been an incredible year for Joey,” said his mom, Jennifer Ternullo. “For him to get his first win was so great. This is his first year racing and he’s driving against a lot of kids that have two more years of experience, and two more years experience on that track. So he’s been doing very well.

“He felt like a celebrity when the track called to see if he would support the promotion and take some pictures with fans. He must have signed over 100 autographs that day. He was relaxed and comfortable with everyone and FOXCT just couldn’t get over it. They came to the track and filmed four hours of footage with Joey the next Wednesday. It’s been a very exciting time. We’re thankful for LATICRETE supporting us and hopeful they’ll want to do it again next year.”



Picture from the Aug. 18, 2010 Race Image from Norwich Bulletin Post (D.)

For tile contractors or construction professionals in Central Connecticut, the Ternullo name is a familiar one. For half a century, starting with the late Carmello Ternullo of Sicily, the family has owned and operated Middletown Ceramic Tile Co. outside Hartford. Joey Ternullo the race car driver is the grandson of Carmello and the son of Joe and Jennifer Ternullo. The family is celebrating 50 years of success in the Greater Hartford area as owner and operator of Middletown Ceramic Tile in 2010, all of them as dedicated end-users of LATICRETE® products and methods for the installation of tile and stone. Joe Ternullo has also carried over the skills he learned working in the trade for his father and has expertise in the application of terrazzo flooring, as well as natural stone and other specialty techniques.

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.

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