



For Immediate Release
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LATICRETE Launches Dedicated Racing Website



September 17, 2009: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, announced today the launch of the LATICRETE Racing Website at www.laticreteracing.com, showcasing sponsored cars and drivers, season racing schedules, a photo gallery and live in-car videos from

select races. LATICRETE is a proud sponsor of a number of race cars and drivers in series and clubs like the Sports Car Club of America across the United States. The well-known LATICRETE® and SpectraLOCK® PRO Grout brands are featured prominently on Chevrolet®, Volkswagen® and Mazda® race cars, as well as on each drivers uniform.

LATICRETE proudly sponsors customers and their family members, as well as employees, in racing series like the Mazda Improved Touring series, the modified DIRTcar I-5 Northwest Late Model Tour, and the Volkswagen Jetta TDI Cup, the first racing series designed to be “green.” In the Jetta TDI Cup, LATICRETE sponsors the son of Brent Broekemeier, a LATICRETE MVP customer from the Rio Grande Company in Denver, Colorado. Taylor Broekemeier, 22, sits comfortably in fifth place at the midway point of the series, which is designed to be “green” from start to finish. The factory prepared and maintained 2010 VW turbo-diesel Jetta runs on clean biodiesel fuel to reduce carbon emissions, and VW purchases carbon offsets in a series partnership with CarbonFund.org.

LATICRETE sponsors Ron Munnerlyn, its plant manager in Hamlet, North Carolina, in the Improved Touring A class division where he races a modified Mazda® at tracks from Tennessee to Florida. Dennis Pobanz, vice president of LATICRETE MVP Marino Tile & Marble in Colorado Springs, drives a LATICRETE sponsored Chevrolet® Monte Carlo with a 358 Chevy engine. Pobanz is still in the running for the season championship in the Sportsman Division at Colorado National Speedway. In addition to prominently displaying the LATICRETE®

Innovative Tile and Stone Installation Systems

logo on his car and trailer, Pobanz exhibits the LATICRETE® SpectraLOCK® Pro Grout logo on the back of his trailer and on his racing uniform. In the modified DIRTcar I-5 Northwest Late Model Tour, LATICRETE sponsors John Duty from Oregon-based LATICRETE MVP Don Frank Floor Covering Company.

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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