



For Immediate Release
Additional information contact:
Eric Carson or Ron Treister
epc@communicatorsintl.com
rlt@communicatorsintl.com
207-828-8050 x 101

LATICRETE Sponsors a Pair of Athletes in Ford Ironman Arizona



For Immediate Release - Dec. 4, 2009: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, sponsored Dr. Margaret Coffey and renowned speaker and sales coach Jack Daly in the 6th Annual Ford Ironman Arizona on Sunday, November 23, 2009, in Tempe, Arizona. LATICRETE CEO/Chairman David Rothberg spearheaded the sponsorship of both athletes and provided the full range of athletic gear

necessary for the competition. LATICRETE personal fitness instructor and fellow ironman Mark Modine trained closely and traveled with Coffey to support her efforts.

Dr. Coffey and Daly, outfitted in LATICRETE branded athletic gear for all three stages, joined over 2,500 athletes on the grueling 2.4 mile swim around Tempe Town Lake, followed by a 112-mile bike loop and completed with a 26.2 mile run. Daly, of San Clemente, California, competed in the men's 60-64 bracket and came in at 14:24:40. Dr. Coffey competed in the women's age 50-54 division and finished in a highly impressive 13:06.01. The Ford Ironman Arizona is one of several qualifying events for the Ford Ironman World Championship, which will air on NBC on December 19, 2009 from Kaliua-Kona, Hawaii.



"Knowing that how I performed mattered to David meant a lot to me," said Coffey. "It was a huge motivating factor that really kept me going. LATICRETE provided us with all of the athletic gear, which was substantial, including warm-up pants and jackets, as well as the actual racing uniforms. I never gave up. I kept racing the whole time. Mark (Modine) is an excellent trainer and was there every step of the way for me. At the end I was really tired in the arid air. But it was a terrific a day and great experience."

Innovative Tile and Stone Installation Systems

Daly is the CEO of Professional Sales Coach, Inc. With over 20 years of experience as a sales coach, keynote speaker and trainer, Daly has worked with the LATICRETE sales team on numerous occasions to provide his unique brand of inspirational methods to help maximize sales efforts. Daly travels the world offering interactive workshops, in-depth seminars, and lively training sessions that inspire audiences to take action in the areas of sales, sales management, customer loyalty and personal motivation.

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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