



For Immediate Release
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LATICRETE Personal Trainer Completes Ironman Hawaii 70.3



June 6, 2008: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, has announced that its personal trainer Mark Modine completed the grueling Ironman Hawaii 70.3 triathlon on May 31 at the Mauni Lani Resort on Big Island, Hawaii. The Ironman Hawaii 70.3 is a yearly qualifier for the Ironman World Championships, featuring a 1.2 mile swim, a 56 mile bike course, and a 13.1 run for the finish line. Modine made a last minute decision to compete and finished the race in an impressive 7:08:04.

Modine battled what race officials described as “classis Big Island conditions,” which included crosswinds, headwinds, tailwinds, heat and humidity. The weather conditions resulted in a swell-filled swim, a blustery bike course and a hot, humid run for Modine. At one stretch of the 56 mile bike course, Modine faced 20 mph headwinds while climbing from sea level to 600 feet in the mountains in just 17 miles.

This May, LATICRETE opened the new 1,200 square foot LATICRETE Fitness Center at world headquarters in Bethany, Connecticut, where Modine sits on the LATICRETE fitness committee and serves as the firm's fitness instructor. The new facility features top of the line weight training and cardio equipment and is free to all LATICRETE employees. The fitness center is open from 5 a.m. to 12 p.m. so that all three shifts can enjoy the new facility. Modine is strategically at the center at different times a few days a week to help orientate all LATICRETE employees on the new equipment, as well as to help each employee map out a routine that best meets their individual needs. Modine will also conduct seminars on everything from nutrition to ergonomics.

LATICRETE is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: 1.800.243.4788 ext 235, or outside the USA: +1.203.393.0010 ext 235, E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at

Innovative Tile and Stone Installation Systems

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