



For Immediate Release

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## The 2nd Annual LATICRETE Modified Thunder 150 at All-Star Speedway in NH



*May 29, 2008:* EPPING, N.H. – LATICRETE, a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, sponsored the 2nd Annual LATICRETE Modified Thunder 150 at All-Star Speedway in Southern New Hampshire on May 10. The \$5,000 winner's purse was awarded to seven-time NASCAR Whelen Modified Tour Champion Mike Stefanik, who edged Andy Seuss and Matt Hirschman to take the checkered flag in the LATICRETE sponsored 150-lap feature race. In addition to Stefanik's winnings, a halfway bonus was awarded to the leader after lap 75, and a lap point fund tacked on an additional \$20,000 in prize money.

LATICRETE representatives Peter McKeon and Matt Bunzel teamed with Daltile partner Kevin Rice to help organize the event and entertain over 40 LATICRETE customers and industry partners on a perfect Saturday night for racing at All-Star Speedway. In attendance were representatives from Merrimac Tile (Derry, NH), Artistic Tile (Nashua, NH), A&E Flooring (Hooksett, NH), East Coast Flooring (Londonderry, NH), Messina's Flooring (Windham, NH), and members of the Daltile team.

In addition to sponsoring the LATICRETE Modified Thunder 150, LATICRETE also sponsored the race car of three-time True Value Modified Series champion Kirk Alexander, a native of Swanzey, NH. Alexander raced in front of an overflow crowd with the LATICRETE logo placed in strategic spots on his No. 43 car. Alexander was spun out on the backstretch damaging his front suspension and did not finish the feature race.

### Innovative Tile and Stone Installation Systems

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](mailto:support@laticrete.com). Comprehensive LATICRETE and industry information can be found on the web at: [www.laticrete.com](http://www.laticrete.com). LATICRETE, LATAPOXY, SpectraLOCK and the LATICRETE logo are registered trademarks of LATICRETE International, Inc.



