



For Immediate Release

Additional information contact:

Eric Carson

epc@communicatorsintl.com

+1.207.828.8050, x101

LATICRETE Sponsors Seattle Distributor Son's Racecar



April 2, 2008: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, recently provided sponsorship for Bruce Adsero's All American Harley-Davidson Powered Jr. Comp race car for the NHRA Summit Racing Series. Adsero, a 15-year-old freshman at Kennedy High School in Burien, Washington, is the son of long-time LATICRETE distributor Blake Adsero, president of Master Wholesale, Inc. in Seattle.

Bruce Adsero has been competitively drag racing for four seasons in the National Hot Rod Association Drag Racing Tour. His best season was 2007 when he brought home a first-place finish, a second-place finish, and advanced to the quarterfinals round on several occasions. His Jr. Comp Dragster, sponsored by LATICRETE, was built by master builder Phil McGee from McGee Racing Cams, and on a 1/8 paved oval reaches speeds up to 80 mph. Adsero is primed and ready for the Western Conference Finals that will take place in Denver, Colorado, this July.

Master Wholesale, Inc has been in business for 97 years in the Seattle area. Originally established in 1904 as a supplier of concrete and construction tools, the business eventually branched out to supply construction professionals and contractors with all the tools they need. In 1995, Master Wholesale re-invented itself by establishing a secure internet presence, and now has customers in all 50 states and in various countries around the world. Visit www.masterwholesale.com.

Innovative Tile and Stone Installation Systems

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