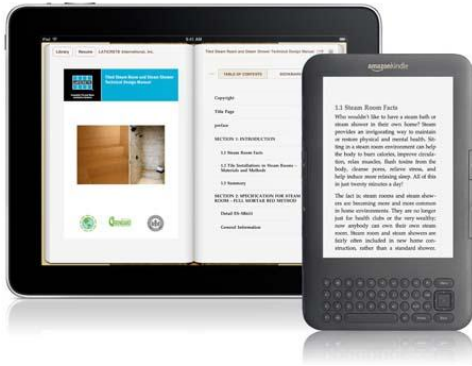


For more information:
Ron Treister
rt@communicatorsintl.com
+1.207.828.8050

LATICRETE, First Installation Materials Manufacturer on eBook Devices



LATICRETE, a global leader in the manufacturing of innovative installation and finishing systems for the construction industry, has launched another industry first with the introduction of a free eBook version of the LATICRETE Tiled Steam Room & Steam Shower Technical Design Manual at www.laticrete.com/manuals. The manual will also hit eBook stores online and is formatted to be compatible with virtually any eReader device including the iBooks® app from Apple®, the Amazon Kindle™ and the NOOK™ from Barnes & Noble.

Developed by technical experts at LATICRETE as another free service to benefit the industry at-large, the company plans to shortly roll out the entire series of LATICRETE Technical Design Manuals in eBook formats offering a fast, easy way to reference and store complete specification details for installing tile and stone in a number of uniquely challenging settings.

LATICRETE International, Inc. is a US-based family-owned global manufacturer and leader of premium installation and finishing systems for the building industry. LATICRETE® products are produced and distributed worldwide in the commercial and consumer channels. The company's philosophy of innovation and technical expertise has led to an unparalleled reputation and commitment to superior quality, performance and customer service. Manufactured in state-of-the-art ISO 9001:2008 certified facilities, LATICRETE offers a broad product portfolio including an extensive line of low VOC sustainable products independently certified by GREENGUARD.

LATICRETE®, LATAPOXY®, SpectraLOCK®, Hydro Ban® and DRYTEK® are registered brands of LATICRETE International, Inc. *Corporate Website: www.laticrete.com.*

Apple, the Apple logo, iBooks, and iTunes are trademarks of Apple Inc., registered in the U.S. and other countries. iPad is a trademark of Apple Inc. Kindle™ is a trademark of Amazon.com, Inc. or its affiliates in the United States and/or other countries. Nook is a trademark of Barnes & Noble.

###