



LATICRETE INTERNATIONAL, INC.
One LATICRETE Park North, Bethany, CT 06524-3423 USA
800.243.4788
203.393.0010
www.laticrete.com

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For Immediate Release
Contact: Ron Treister or Eric Carson
207-828-8050
epc@communicatorsintl.com
rtt@communicatorsintl.com

LATICRETE Hits the NASCAR Track with Marino Tile in Denver



For immediate release – LATICRETE, a world leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, has entered into an agreement to sponsor the race car of long-time MVP contractor Dennis Pobanz from Marino Tile and Marble in Colorado Springs. Pobanz, a NASCAR licensed driver, races in the sportsmen division at the Colorado National

Speedway in Denver. In 14 weekends from April to September, Pobanz will race in front of an estimated 11,000 racing fans with LATICRETE as his primary sponsor.

At the request of LATICRETE technical sales representative Tim Evans, LATICRETE CEO and chairman David Rothberg received a proposal, and very quickly LATICRETE became the primary sponsor of Pobanz's racecar at what is considered the most popular track west of the Mississippi River. Pobanz's 2003 Monte Carlo sports a 358 Chevy engine and will be racing around the 3/8 paved oval at speeds in excess of 100 miles-per-hour prominently displaying the LATICRETE logo at strategic vantage points on the No. 49 car.

"Tim Evans went right to David Rothberg and asked him if would like to help out an MVP client out in Denver with his racecar," said Pobanz. "David actually asked me for a proposal, and I'm sure it wasn't in his budget, but he made it happen. He got right back to me and now they are listed as my primary sponsor. They announce LATICRETE several times a night in front of a huge crowd. My wife usually comes with me and she packs a mean cooler. We welcome any LATICRETE customers, suppliers or employees to stop by the trailer at anytime."

Marino Tile and Marble specializes in ceramic tile and stone installations for commercial building projects or large-scale renovations, and are supplied with LATICRETE materials by Tim Whitver of the Rio Grande Company, a long-time LATICRETE customer and respected source for LATICRETE system materials in the Greater Denver area. Pobanz credits Whitver's customer

service as a major factor in his firm's success with the LATICRETE System, saying Whitver will occasionally drive 100 miles on Sunday's to personally deliver LATICRETE materials.

LATICRETE International 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: (800) 243-4788 ext 235, or outside the USA: (203) 393-0010. E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com. LATICRETE® is a registered trademark of LATICRETE International, Inc.