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**LATICRETE Chairman and CEO Named EY Entrepreneur Of The Year® 2018 Award Finalist**

*The Entrepreneur Of The Year awards celebrate the country's most innovative business leaders*

**May 17, 2018, Bethany, Conn.** -- David Rothberg, Chairman and CEO of LATICRETE—a leading manufacturer of globally proven construction solutions for the building industry—has been selected as a finalist for an Entrepreneur Of The Year® 2018 Award in the New York Region. The awards program, which is celebrating its 32nd year, recognizes entrepreneurs who are excelling in areas such as innovation, financial performance and personal commitment to their business and community.

"David has successfully navigated the transition from the first to second generation while retaining the core values that enabled LATICRETE to grow from its roots as a garage operation to a global player in construction materials," said Edward Metcalf, LATICRETE North America President and COO. "Building on the work of founders Dr. Henry M Rothberg and Lillian Rosenstock Rothberg, David is actively engaged in paving the way for the third generation of this prototypical American success story."

Since its inception, EY has been at the forefront of identifying game-changing business leaders and celebrating American ingenuity.

**Globally Proven Construction Solutions**

“David's vision along with his business and financial acumen have been crucial to maintaining a focus on innovation that has resulted in drastic improvements in quality, durability, productivity and worker-safety on job sites all around the globe. Commitment to community service and social action have also been hallmarks of David's tenure, setting an example for all LATICRETE team members to emulate,” added Metcalf.

New York Region winners will be announced at a special gala event on June 12, 2018, and be considered alongside other regional winners for the Entrepreneur Of The Year National competition in the fall.

Founded and produced by EY, the Entrepreneur Of The Year Awards are nationally sponsored in the U.S. by SAP America, Merrill Corporation and the Ewing Marion Kauffman Foundation. In New York, sponsors also include Marsh, Empire Valuation, Kirkland & Ellis LLP, Pine Hill Group, SolomonEdwardsGroup and DLA Piper.

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#### **About LATICRETE**

LATICRETE is a leading manufacturer of globally proven construction solutions for the building industry. LATICRETE offers a broad range of products and systems covering tile & stone installation and care, masonry installation and care, resinous and decorative floor finishes, concrete construction chemicals, and concrete restoration and care including the LATICRETE® SUPERCAP® System. For 60 years, LATICRETE has been committed to research and development of innovative installation products, building a reputation for superior quality, performance and customer service. LATICRETE methods, materials, and technology have been field and laboratory proven by Architects, Engineers, Contractors and Owners. Offering an array of low VOC and sustainable products, LATICRETE products contribute to LEED certification, exceed commercial/residential VOC building requirements, and are backed by the most comprehensive warranties in the industry. For more information, visit [laticrete.com](http://laticrete.com).



### **About Entrepreneur Of The Year®**

Entrepreneur Of The Year®, founded by EY, is the world's most prestigious business awards program for entrepreneurs, chosen from an independent panel of judges including entrepreneurs and prominent leaders from business, finance, and the local community. The program makes a difference through the way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global awards program of its kind, Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in over 145 cities and more than 60 countries. For more information, [visit ey.com/eoy](http://ey.com/eoy).

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