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**LATICRETE Hits the Small Screen with Season-Long Appearances on DIY Network's Hit Show,
*Bargain Mansions***

Home restoration expert Tamara Day restores Kansas City's hidden gems using LATICRETE® products

November 27, 2018, Bethany, Conn. -- With the help of designer and host Tamara Day of *Bargain Mansions*, deteriorated estates in the Kansas City area are returning to their former glory, but with all the modern conveniences expected by today's homeowner. Premiering its second season this fall on DIY Network, *Bargain Mansions* utilized products from LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, throughout the entire season.

"Through *Bargain Mansions*, viewers have the opportunity to see how LATICRETE® products can benefit residential design in home restoration projects, including multiple colors of the new READY-TO-USE™ Grout in laundry rooms, bathrooms, kitchens and on fireplaces. The new STRATA_HEAT™ electric radiant floor heating system is being used to heat a large basement and master bathroom, an added luxury — or necessity — during chilly Midwestern winters," said Maria Oliveira, LATICRETE Senior Manager, Marketing Communications.

Growing up in the construction trade, Tamara first became involved in restoration work by helping her father, Ward Schrader, maintain and repair her family's Kansas farm buildings structures. The season

Globally Proven Construction Solutions

follows Tamara and her team as they purchase six homes for a fraction of their original worth and restore them with modern amenities, while keeping authentic features such as exposed brick walls and original staircases, to attract buyers. Tamara's father can be seen by her side as her mentor.

"Tamara's work embodies innovation, family values and creativity — values that LATICRETE has instilled in our own company family since our founding in 1956," added Oliveira.

Bargain Mansions will premiere on DIY Network on November 28 at 9 p.m. ET/PT. *Bargain Mansions* can also be streamed via the network app, YouTube, iTunes, Amazon Video, VUDU and Google Play.

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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 over 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.

