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## **LATICRETE HONORED AS FAMILY BUSINESS OF THE YEAR**

***For immediate release*** – LATICRETE International, Inc., a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, was recently awarded the prestigious “Family Business of the Year Award” by the University of Connecticut Family Business Program.

The UConn Family Business Program has been recognizing the best of the best family run business's in the state of Connecticut for 11 years. A panel of judges comprised of business peers, industry experts and members of the academic community, judge each firm on its business success, positive family and business linkages, multigenerational family involvement, innovative business practices and dynamic contributions to the community and industry. Nine exceptional family run firms were nominated by the committee, with LATICRETE International taking home top honors in the large business category.

Founded in 1956 by Dr. Henry M. Rothberg, whose pioneering accomplishments in the field of chemical engineering revolutionized methods and systems for the installation of ceramic tile and stone by the “adhesive mortar method,” LATICRETE is currently celebrating 50 years of industry leading innovation. From its humble Connecticut roots, The LATICRETE system is now

manufactured at 15 international locations on six continents, and marketed in 65 countries around the world.

Dr. Rothberg founded the firm with his wife and business partner Lillian, who managed the business during LATICRETE's earliest stages. Over the next four decades each of the Rothberg's seven children played roles in its success. But it was the Rothberg's oldest and middle sons who emerged to usher the family business into the next 50 years of innovative success. Henry B. Rothberg who attended the Georgia Institute of Technology, and his younger brother David, who earned his MBA at Harvard became co-owners of LATICRETE International in 2001. With David as chairman and CEO, Henry B. as SVP of Training, and Dr. Rothberg as chairman emeritus, the trio has remained steadfast in carrying on the core values of honesty, integrity, trust and dedication

"Generations of Rothberg's have worked side by side with multi-generational employees for the last 50 years," said LATICRETE CEO David Rothberg. "The Falco family, and the Johnson and Sturdevant families, all come to mind. We also have several third generation contractor and distributor customers that are part of the LATICRETE family. This commitment to treating our customers as family has made us what we are today."

The LATICRETE commitment to research and development has led the world in the manufacturing of innovative installation systems for ceramic tile and stone, but the Rothberg family culture has been every bit as important in the firm's 50 years of success. LATICRETE remains steadfastly dedicated to its loyal client base around the world. The Rothbergs' commitment to the environment and its community has led to several honors recognizing LATICRETE as one of Connecticut's leading corporate citizens. LATICRETE is the first tile adhesives manufacturer to receive GREENGUARD™ Certification, and remains acutely aware of environmental concerns as they continue to grow and launch new products. LATICRETE extensively supports numerous local and international non-profits, including: Dana Farber Cancer Institute, Hole in the Wall Gang, Yale Woman's Health Research, Juvenile Diabetes Research, United Way, Cystic Fibrosis Foundation, Habitat for Humanity, and the Hurricane Katrina Fund. In addition, Dr. Rothberg created a major scholarship fund at his alma mater, the University of South Carolina, to ensure the domestic education of chemical engineers to fuel America's innovative spirit.

For these reasons and many more, the University of Connecticut Family Business Program recognized LATICRETE International as the "best of the best" in 2006.

LATICRETE 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

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