

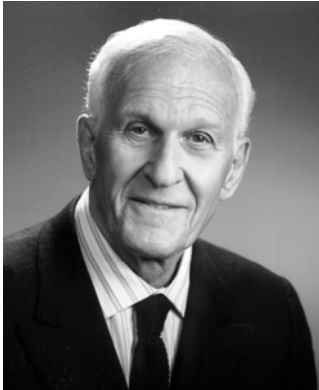


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NTCA Honors Dr. Henry M. Rothberg's Lifetime of Achievement



For immediate release – LATICRETE founder and chairman emeritus Dr. Henry M. Rothberg, whose pioneering research in the field of chemical engineering led to the invention of the thin-set method of installation for ceramic tile and stone, was honored by the National Tile Contractors Association with the prestigious Joe A. Tarver Cornerstone Award at Coverings 2007 in Chicago.

The 6th Annual NTCA Cornerstone Award, bearing the namesake of Joe A. Tarver, executive director of the association for 30 years, was awarded to Dr. Rothberg for his lifetime dedication to the growth and success of the ceramic tile and stone industry. Dr. Rothberg, widely recognized as the leading authority on latex and polymer-modified portland cement technology, founded LATICRETE in 1956, and traveled the world extensively promoting his groundbreaking new technology that would revolutionize the industry.

"As the leader of LATICRETE, Dr. Henry M. Rothberg has been a pioneer in the development of products that have changed the course of the industry," said Bart Bettiga, executive director of the NTCA. "The company has also demonstrated a commitment to quality installation by supporting educational initiatives developed by the NTCA and other organizations. NTCA is proud to recognize Dr. Rothberg for his numerous accomplishments over his lengthy career."

Dr. Rothberg founded LATICRETE as a family business, which it remains to this day, and since its inception LATICRETE has dedicated itself to creating environmentally responsible building products. Dr. Rothberg also believed strongly in supporting civic causes, and LATICRETE has continued that tradition, both locally at world headquarters in Bethany, Connecticut, and around the world.

Now, under the leadership and guidance of Dr. Rothberg's two sons, CEO and chairman David Rothberg, and vice president of training Henry B. Rothberg, the LATICRETE name remains known and trusted throughout the world for the permanent, problem-free installation of ceramic

tile and stone. Today, LATICRETE products are manufactured on five continents and marketed in over 75 countries around the world.

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, ext 235. E-mail: support@laticrete.com.

Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com.