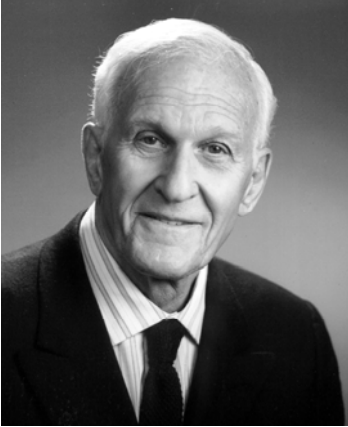




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LATICRETE UNIVERSITY SCHOLARSHIPS

For immediate release – LATICRETE International founder and chairman emeritus, Dr. Henry M. Rothberg, has made a major financial contribution to fund 20 scholarships annually for students to pursue a degree in Chemical Engineering at his alma mater, the University of South Carolina's School of Chemical Engineering.

Today the Henry M. Rothberg Bicentennial Scholarships are a powerful recruiting tool used by the School of Chemical Engineering at USC. "Rothberg Scholars" represent the top 5 percent of their graduating high school class and have SAT scores that average 100 points higher than other students enrolled in chemical engineering at the university. With the enrollment numbers for chemical engineering on the decline at universities across the country, the Rothberg Scholarship program has helped USC maintain a stable level of enrollment. The focus of this scholarship program is to encourage students to study Engineering and become contributing members of society.

"The Rothberg Scholarships have helped us attract the best and brightest students," said Dr. Christopher Williams, a chemical engineering professor at USC. "These are students that are in general ambitious and want to do research. They want to travel abroad and

experience all that the program has to offer. The culture of the School of Chemical Engineering has changed. The expectations have changed. And the excellent performance of Rothberg Scholars has helped the school gain international recognition.”

Tile and Stone Industry members and their families are encouraged to apply for these Rothberg – Laticrete scholarships by contacting the admissions department at the University of South Carolina.

Dr. Rothberg, a graduate of the University of South Carolina’s School of Chemical Engineering, founded LATICRETE International in 1956. His firm went on to become a global market leader offering innovative ceramic tile and stone installation systems. His dedication to the science of chemical engineering not only fueled the success of LATICRETE International; it is now offering students at the University of South Carolina the opportunity to pursue their own success within that profession.

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 235.800-243-4788 in the USA or (203) 393-0010 from anywhere in the world. 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.