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LATICRETE RACES TO SPONSOR SPEC MIATA CAR

Hamlet, North Carolina – For the last five decades, the LATICRETE commitment to research and development has led the world in innovative ceramic tile and stone installation systems. A major reason for this continued success is the LATICRETE' commitment to their talented team of employees. In addition, LATICRETE's generous donations to social causes, often done in the name of an employee, are a reflection of the principles that Henry M. Rothberg founded the company on in 1956. Social responsibility is at the core of LATICRETE's philanthropic endeavors, but sometimes generously supporting an employee can be equally as rewarding.

This year LATICRETE International provided significant sponsorship money to one of the Laticrete plant managers, Ron Munnerlyn. This sponsorship fee for Ron's Spec Miata race car will help enable him to compete in the 2006 Spec Miata season sanctioned by the Sports Car Club of America (SCCA). Munnerlyn is the plant manager of the newest Laticrete facility which is in Hamlet, North Carolina. Ron promptly thanked

LATICRETE by winning the Carolina Cup Pro Series Race on February 26 at Carolina Motorsports Park in Kershaw, South Carolina.

"As one of the newer members of the LATICRETE family," Munnerlyn said, "I have been impressed with the company's long term commitment to their customers and their employees. This sponsorship is further evidence of this commitment."

Munnerlyn, 39, is a second generation racer, but he didn't get behind the wheel competitively until the 2005 SCCA season. Remarkably, he finished 23rd out of 245 competitors in his first season, but this year he figures to finish even higher with one victory already under his belt. The SCCA is a member-driven organization, and the Spec Miata class is one of the most popular of the 10 divisions the SCCA sanctions, with races often drawing over a thousand spectators.

This year, the spectators in attendance can watch Munnerlyn fly by at top speed in his Spec Miata with the LATICRETE emblem proudly adorning the hood of his white racer, and one of LATICRETE's newest and most innovative products featured on the front-side panel: SpectraLock PRO Grout.

Many Tile Contractors, Tile Distributors, Architects and Designers familiar with the Laticrete name in the south will appreciate the Laticrete commitment to sponsoring Ron as they see him race by at high speed.

"It's no secret that racing is an expensive endeavor," Munnerlyn said. "LATICRETE's sponsorship is a win-win for the both of us, providing exposure for the company and financial support for the race team. The willingness of LATICRETE to lend their support and to allow me to carry the LATICRETE name across the finish line has meant a lot to me. To me, it says a lot about the type of company LATICRETE is."

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

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