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LATICRETE “PLATINUM” SPONSORSHIP OF THE ANGEL FIRE BALLOON RALLY

For immediate release – LATICRETE International, Inc., world-wide manufacturer of innovative ceramic tile and stone installation systems, “Platinum” sponsorship of the 2006 Angel Fire Balloon Rally on July 22-23, in Angel Fire, New Mexico, helped make the event possible.

The Angel Fire Balloon Rally, held annually in the southern Rockies, draws over 300 attendees to watch over 35 FAA Certified hot-air balloonist navigate the clouds in a competition to see who can toss a small beanbag the closest to an X marked on the valley floor. This year, LATICRETE sales representative Tim Evans, flying with his brother Bill, a member of the LATICRETE Most Valued Partner (MVP) program, placed third with a toss that measured 100 feet away from the target.

“This event is usually sponsored by the Chamber of Commerce,” said Tim Evans, “but with the recent economic downturn they were not able to sponsor the event this year. The event would not have taken place without LATICRETE. Some private volunteers stepped up and decided that they wanted to keep this event going, and without LATICRETE and David Rothberg’s support it wouldn’t have happened this year.”

Tim Evans began flying hot air balloons 20 years ago with his brother Bill, a member of the LATICRETE master contractor program at KTI Tile in Phoenix, Arizona, and five years ago purchased his own balloon with his wife. LATICRETE has a long history of supporting the civic endeavors of both customers and employees, and the participants of the three-day summer festival in Angel Fire, New Mexico, thanked LATICRETE for their generous support with a signed program commemorating the event.

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.