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LATICRETE CHAIRMAN AND CEO DAVID ROTHBERG INDUCTED IN TO THE JUNIOR ACHIEVEMENT BUSINESS HALL OF FAME

For immediate release – David Rothberg, chairman and CEO of LATICRETE International Inc., was inducted in to the Junior Achievement of Southwest New England’s Business Hall of Fame in New Haven, Connecticut, on May 23, 2006.

The 26th Annual event recognized past and present business and community leaders who have made significant contributions to the region and the strength of its community. WTNH Channel 8 news reporter and two-time Emmy Award winning journalist, Darren Duarte, delivered Mr. Rothberg’s induction speech and praised Mr. Rothberg’s firm LATICRETE International for proving to other Connecticut companies that they can compete in a global marketplace.

Duarte also noted Mr. Rothberg's personal commitment to his employees, as well as his generous support of many community organizations. Before asking Mr. Rothberg to take the podium, Duarte closed his speech by saying:

"David Rothberg, for helping make LATICRETE in to one of this state's greatest success stories; for embracing the community and encouraging employees' civic involvement; and for inspiring the example you set as a leader who is caring and customer-focused, Junior Achievement is pleased to induct you into the 2006 Junior Achievement Business Hall of Fame."

The accolades continued at the induction ceremony for Mr. Rothberg and LATICRETE International, when Connecticut Attorney General Richard Blumenthal personally issued a citation to Mr. Rothberg and LATICRETE International recognizing the firm as "one of the major economic engines of the state of Connecticut."

In his acceptance speech, Mr. Rothberg thanked his father, Henry M. Rothberg, the founder and chairman emeritus of LATICRETE International. He thanked his mother, Lillian, who co-founded the company with his father in 1956. Mr. Rothberg also thanked his wife, Nan, and his two sons Dan and Jason.

Additionally, Mr. Rothberg thanked his brother, partner and LATICRETE co-owner Henry B. Rothberg for urging him to join the family business after graduate school, and for his enthusiasm and dedication to LATICRETE, saying at one point, "I owe my career to him."

Mr. Rothberg holds an M.B.A. from the Harvard Business School in Boston, Massachusetts, and obtained his Bachelor of Science degrees in geology and chemistry from Emory University in Atlanta, Georgia. He has also completed courses at Massachusetts Institute of Technology and Harvard Law School, and an advanced management program at the International Institute for Management Development (I.M.D.) in Lausanne, Switzerland.

Junior Achievement Worldwide™ is the world's largest organization dedicated to educating young people about business, economics, and free enterprise. Junior Achievement programs are taught by volunteers in class and after school at locations throughout the United States of America and in 96 countries.

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.