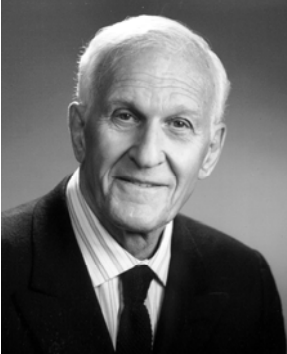




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DR. HENRY M. ROTHBERG ELECTED TO THE CTDA HALL OF FAME

For immediate release – LATICRETE International founder and chairman emeritus, Dr. Henry M. Rothberg, will be inducted into the Ceramic Tile Distributors Association (CTDA) Hall of Fame on November 9, 2006 in Fort Lauderdale, Florida.

The CTDA Hall of Fame, now in its fifth year of existence, recognizes those who have made significant contributions to the association and the industry as a whole, and few if any, have contributed more than Dr. Rothberg.

“Dr. Rothberg has made significant contributions to the ceramic tile and stone industry, as has the company which he founded, LATICRETE International,” said Rick Church, executive director of the CTDA. “Over the years he has been a major supporter of the CTDA, and his commitment to the education and advancement of the industry, are the reasons that our membership nominated Dr. Rothberg.”

Dr. Rothberg’s research in the field of chemical engineering led to the development and introduction of thin adhesive mortars for bonding ceramic tile and stone to the construction industry. His pioneering work revolutionized installation techniques, and is the basis for all modern adhesives used today for the installation of ceramic tile and

stone by the “adhesive mortar method.” The new material created by Dr. Rothberg was brought to the market as “LATICRETE,” and as awareness and acceptance of this problem-solving technology spread, so too did the growth of acceptance in ceramic tile and stone flooring and facade installations. Now, 50 years later, LATICRETE International is a world-wide leader in the manufacturing and marketing of materials and methods for the installation of ceramic tile and stone.

Dr. Henry M. Rothberg, B.S.Ch.E., A.I.Ch.E., A.C.S., received his degree in Chemical Engineering from the University of South Carolina, and attended Harvard University Graduate School of Business Administration. He has been closely associated with the construction industry in the ceramic tile, marble and stone areas for over forty-five years, beginning with his early days as a ceramic tile, marble and terrazzo contractor.

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.