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For Immediate Release
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LATICRETE JOINT VENTURE: ELIANE ARGAMASSAS WINS PRESTIGIOUS ANAMACO PRIZE IN 2006

For immediate release: In 1999, LATICRETE International, Inc., a global leader in innovative ceramic tile and stone installation systems, entered into a unique joint venture with Eliane Ceramic Tiles, the leading producer and exporter of porcelain and ceramic tile in Brazil. The new association resulted in an operation named: Eliane Argamassas e Rejuntas LTDA., which has enjoyed great success in its seven-year existence in the installation systems industry.

In 2006, Eliane Argamassas received a prestigious award as a result of a poll conducted by the National Association of Construction Material Merchants (ANAMACO) - considered the most important in Brazil's construction material sector – in the category of “Ceramic Grouts.”

“The 2006 ANAMACO prize received was the result of an ongoing effort by the company to seek out innovation, and to improve our service and the quality of our products for our clients,” said Rivaldo Tiscoski, national superintendent for Eliane Argamassas. “Our aspiration is to be the first choice for several target consumers at all times.”

Built on LATICRETE's strong commitment to technical expertise and superior support services, Eliane Argamassas has blossomed into one of the major installation systems manufacturers in the South American tile and stone marketplace. Eliane, already Brazil's leading producer and exporter of porcelain and ceramic tile, has for the last seven years offered a distinct combination of high-level products and specialized services to their diversified channel of distributors. LATICRETE's dedication to educating the marketplace continues to help the industry grow and evolve on a global scale.

“Eliane Argamassas has led the way with new, innovative products and increased the awareness of adhesives in the Brazilian marketplace,” said Sean Boyle, LATICRETE's director of new business. “The education of installers, architects and contractors is critical to the launching of these new products as the industry continues to grow.”

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.