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For Immediate Release
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LATICRETE OPENS FACTORY IN THE BALTIC STATES PRIME MINISTER OF LATVIA IN ATTENDANCE

For immediate release – LATICRETE International, a world leader in the manufacturing of innovative ceramic tile and stone installation systems, recently extended its global reach with the opening of a 100,000 square foot production facility in the Baltic state of Latvia on August 10, 2006.

The grand opening of LATICRETE Baltic was attended by TV and press representatives from over 20 different international and local news affiliates. During the ceremony, the Prime Minister of Latvia, Mr. A. Kalvitis, addressed the media, as did the director of the Latvian Technology Centre, Mr. J. Stabulnieks. The president of LATICRETE Baltic Genadi Jakimenco, as well as Alec Hedley, regional manager of LATICRETE International Europe also spoke in front of ceremonial flags representing Latvia, the United States and LATICRETE, which were raised at the entrance of the facility at the conclusion of the ceremony.

The Baltic States joined the European Union in 2004, and now boast liberal democracies and quickly growing market economies. The strategic location of the new facility offers LATICRETE products rapid access to all of the countries located on the Baltic Sea, with direct access to Denmark, Finland, Sweden, Germany and Poland.

The facility in Salapsis, just 11 miles from the capital city of Riga, a major cultural, educational, political, financial and industrial center, represents a prime site for distribution with border access to Estonia in the north and Lithuania in the south. Riga, the largest city in the Baltics, has long been considered the gateway for trade with Russia.

The modern, state-of-the-art facility will feature a new micro-dosing machine to carefully measure mixing ratios to help ensure absolute quality control in the manufacturing of LATICRETE system materials. In addition, fully-automated handling equipment will speed up delivery to existing LATICRETE suppliers and jobsites in the region, and will be instrumental in supporting the ongoing efforts of the regional LATICRETE field technical sales force in setting up additional product distribution channels in the Baltic States.

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.