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For Immediate Release
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RON NASH NAMED OUTSTANDING SALES REPRESENTATIVE FOR INLAND NORTHWEST DISTRIBUTING

LATICRETE's North American division is proud to announce that its salesperson, Ron Nash, was unanimously selected by officials at Inland Northwest Distributing as Outstanding Vendor Sales Representative for 2005.

Based in Utah, Nash's territory includes Utah, Wyoming, Idaho, Montana and eastern parts of Washington State. In 2005, his territory returned a remarkable increase in sales above last year's totals.

Nash credits tremendous support from LATICRETE, and his regional sales manager Matt Sparkman, as well as Northwest's dedicated team of sales representatives for enabling him to meet and exceed his goals for 2005.

"I partner with my customer's sales representatives," Nash said, "I go as far as I can to meet their needs. They are able to find success because I teach them how to sell the product. I lead them to my mode of thinking and try and instill some fire in them. I have a large territory, but the concept is that even though I can't physically be everywhere at the same time - I'm there through them. Together we make a better team."

Nash combines a great understanding of Inland Northwest and LATICRETE's business objectives with the will to rise above the "call of duty" to help achieve sales goals. His excellent work ethic, product knowledge and refreshing enthusiasm set him apart in an ultra-competitive industry.

"The effort that (Nash) puts forward and his absolute focus and dedication to the end result are amazing," said Gary Verhey, President of Inland Northwest Distributing. "He makes it happen. He follows through to the end detail. We are going to win, that's what we see in his dedication to himself, his family and his partners in the business world."

Nash was born in Cincinnati, Ohio and earned a degree in construction management from Brigham Young University (BYU).

“I have never needed anything and not received it,” Nash said. “I have never gone to Matt (Sparkman) with a problem that he wasn’t willing to help me with. In my opinion, this is the most cohesive region of the whole company. Information and knowledge sharing is our edge.”

“We wish that we could bottle his enthusiasm,” Sparkman said. “Ron loves what he does and it shows.”

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 additional information in the USA contact LATICRETE toll free: (800) 243-4788 ext 235, or outside the USA: (203) 393-0010, ext 235. For in-depth technical support and answers to your installation or application questions call toll free: (800) 243-4788 in the USA or (203) 393-0010 from anywhere in the world. For literature 24 hours a day call toll free (800)-359-3297 in the USA, Outside the USA, (203) 393-0015 ext. 360. 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.