

For Immediate Release
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DAZZLING WINNERS NAMED

The most “dazzling” product introduction in the ceramic tile industry, LATICRETE® SpectraLOCK™ Dazzle, continues to “dazzle” the construction industry as it upgrades the visual appearance of ceramic tile and stone installations.

The “Dazzle Us!” global tile & stone competition, a global search for outstanding uses of the newly introduced LATICRETE SpectraLOCK™ Dazzle colors, has resulted in a range of exciting, dramatic and different looking tile and stone installations submitted and a number of beautiful winning projects. The contest runs until Dec. 31, 2004.

Sending images of the most creative use of LATICRETE® SpectraLOCK™ Dazzle to LATICRETE International has provided a range of talented project designers with cash awards and recognition on the SpectraLOCK™ website (www.spectralock.com).

The LATICRETE “Dazzle Us!” contest was launched to not only exhibit the many different uses of SpectraLOCK™ Dazzle, but to also showcase those special designers who exhibit a creative eye in actual uses of the new grout product.

“With our SpectraLOCK™ Dazzle, we’re giving designers the opportunity to be even more artistic with their projects,” said Kathleen Scranton, LATICRETE Director, Creative Services.

"I had always wanted cobalt blue ceramic tile counters and was determined to have them," said Holly F. a homeowner in Atlanta, and one of the monthly winners of the Dazzle Us! Contest. "The choice of grout was the only thing I was unsure of. Since my appliances were white, I just assumed white was my only choice for color. I'd seen the colored grouts in the past, but nothing seemed suitable...at least until I saw LATICRETE Copper Dazzle grout additive in the store. As soon as I saw it, I knew that nothing less would do.

"We chose the SpectraLOCK Spiced Cider epoxy grout with the Copper Dazzle. We are thrilled with the outcome and are so very glad you had such a product available. Everyone who walks into our kitchen for the first time is dazzled by the sight of all that gorgeous cobalt blue and copper...and it's all thanks to LATICRETE! We can't wait to see what combination we come up with for our new master bath!

"Thank you for helping us make our kitchen a showplace!"

LATICRETE® SpectraLOCK™ Grout (patent pending) installs easily with the improved performance of an epoxy grout – stainless, never needs sealing, always cleanable to the original color.

This revolutionary new grout is available in 40 Lifestyle colors that when combined with the various optional Dazzle components, produces 220 metallic, pearlscint and glow-in-the-dark color choices. A wide range of ceramic, metal and glass tiles will be immediately enhanced by grouting with the SpectraLOCK dynamic grout colors – *particularly when enhanced with "Dazzle."*

Dazzle Us! is the perfect opportunity to display originality and skill. One winner is chosen each calendar month and posted on www.spectralock.com. Project owners need only to send a 35mm slide or photo with name, address, phone, email and brief project description to Laticrete International, 1 Laticrete Park

North, Box D, Bethany CT 06524. Email entries with high resolution digital files are welcomed and encouraged, and should be sent to mdazzle@laticrete.com.

LATICRETE SpectraLOCK™ Grout is available worldwide. For your nearest authorized distributor or dealer, go to www.spectralock.com .

LATICRETE International is a global leader in the manufacture of environmentally responsible tile and stone installation systems. Produced and available in major population centers worldwide, the LATICRETE brand is known, respected and trusted for industry leading innovation and superior technical support. Comprehensive LATICRETE and industry information can be found at: www.laticrete.com. For additional information and answers to your unique installation or application questions contact support@laticrete.com or (800) 243-4788 ext 235 (in USA), or (203) 393-0010, ext 235 (outside USA). LATICRETE® is a registered trademark of LATICRETE International, Inc.

