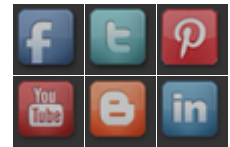




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COMPREHENSIVE LATICRETE PRODUCT SYSTEMS, NEWLY-ACQUIRED PRODUCT LINES AND LATICRETE® SUPERCAP® SYSTEM DEMONSTRATED AT WORLD OF CONCRETE 2015

Bethany, CT— LATICRETE, a manufacturer of globally proven construction solutions for the building industry, offered access to a broad range of products, systems and demonstrations at the 2015 World of Concrete show in Las Vegas, NV. These products and systems included the newly-acquired HP SPARTACOTE® and L&M™ Construction Chemicals. And, for the first time at World of Concrete, live demonstrations of the LATICRETE® SUPERCAP® System were offered in the Gold Lot outside of the Las Vegas Convention Center. LATICRETE also held drawings during the outside demonstrations. Each day, two Apple® iPad Minis were awarded to lucky attendees. Winners came from six states and represented every facet of the concrete industry.

The outside demonstrations revealed the power of the LATICRETE SUPERCAP System and its Mobile Blending Unit, the ways SUPERCAP works hand-in-hand with LATICRETE products and how this revolutionary technology can benefit all users. The Mobile Blending Unit is a computer-controlled pump truck with dual silos that allow on-site blending. With the ability to blend 30,000 pounds per hour and deliver material up to 50 stories high, this revolutionary system benefits projects by providing predictable results that save time, money, and improve overall quality. Archived videos of these demonstrations can be found on the LATICRETE [UStream channel](#).

A video featuring Managing Director John Sacco discussing the LATICRETE SUPERCAP System and announcing the company's *Front Runner* program during WOC 2015 can be found here: <http://youtu.be/CPJbGtVeahU>.

Globally Proven Construction Solutions

In addition to the full line of LATICRETE systems featured at World of Concrete 2015, the HP SPARTACOTE and L&M Construction Chemicals product lines were both featured in the convention hall and demonstrated outside with LATICRETE SUPERCAP. LATICRETE acquired both of these products lines in 2014.

HP SPARTACOTE offers a full line of patented high performance polyaspartic concrete floor coatings. The product line has superior abrasion resistance, next-day return service, UV stability and the ability do installations in wide range of temperatures.

A video featuring Polyaspartic Coatings Subject Matter Expert Ben Grier discussing HP SPARTACOTE during WOC 2015 can be found here: <http://youtu.be/CDz7nGuFbdE>.

L&M Construction Chemicals produces a diverse line of concrete construction chemicals, including coatings, sealers, construction grouts, patch and repair mortars, and color hardeners for polished concrete. These brands complement the LATICRETE DRYTEK® product line to offer unparalleled integral colors, textures, and finishes with high-performance coatings, overlays, and restoration solutions that give owners exceptionally attractive, durable, decorative floors. LATICRETE decorative finishes deliver vivid color and gloss with high impact and wear resistance, quick turnaround, and low maintenance.

A video featuring Technical Sales Representative Bill Butler discussing L&M Construction Chemicals at WOC 2015 can be found here: <http://youtu.be/NemdlWYIAmq>.

About LATICRETE:

LATICRETE is a leading manufacturer of globally proven construction solutions for the building industry. LATICRETE offers a broad range of products and systems covering tile & stone installation and care, masonry installation and care, resinous and decorative floor finishes, concrete construction chemicals, and concrete restoration and care including the LATICRETE® SUPERCAP® System. For nearly 60 years, LATICRETE has been committed to research and development of innovative installation products, building a reputation for superior quality, performance and customer service. LATICRETE methods, materials and technology have been field and laboratory proven by Architects, Engineers, Contractors and Owners. Offering an array of low VOC and sustainable products, LATICRETE products contribute to LEED certification, exceed commercial/residential VOC building requirements, and are backed by the most comprehensive warranties in the industry.

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