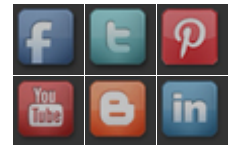




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LATICRETE PROMOTES SALEEM TO VICE PRESIDENT

June 1, 2015. LATICRETE, a family owned, global leader in the manufacturing of premium installation and finishing systems for the building industry, announced Faisal Saleem has been promoted to the position of Vice President for the company's International Division.

Saleem was elected by the Company's Board of Directors at their May meeting. Reporting to President, International Division Erno de Bruijn, Saleem will oversee international sales, strategic planning and business development, marketing and the company's international research and development services program.



According to de Bruijn, "For two decades, with 'feet on the ground' in three continents, Faisal has supported LATICRETE and our customers with a unique combination of international expertise, technical knowledge and professionalism. LATICRETE could not have chosen a better person for the job."

Globally Proven Construction Solutions

In 1995, Saleem began working with a LATICRETE distributor in Saudi Arabia. He joined the company's Middle East team in 2000. He soon relocated to India to develop and support LATICRETE India. He has served LATICRETE in many positions including Technical Services Manager, International Technical Services Director, Director of International Business Development and, most recently, Senior Director of International Business Development.

Saleem graduated from Osmania University Civil Engineering School in Hyderabad, India and completed the Harvard Business School General Management Program. Currently, he resides in Hamden, CT. USA with his wife Nusheen and son Daniyal.

About LATICRETE:

LATICRETE is a family owned, leading manufacturer of globally proven construction solutions. 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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