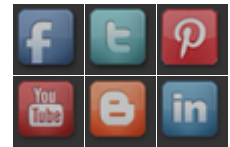




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DIANE PHELAN JOINS LATICRETE AS PRODUCT MANAGER

Bethany, CT – LATICRETE, a global manufacturer and leader of premium installation and finishing systems for the building industry, announced Diane Phelan has joined the company as product manager for the STONETECH® and PAVER ARMOR PRO™ product lines.

According to Sean Boyle, director of marketing and product management, "Diane's background in marketing communications, market research, product management, two-step distribution and the retail market make her a perfect fit for LATICRETE."



In the role of Product Manager, Phelan will report to Boyle and work out of the company's Bethany, CT headquarters.

Phelan comes to LATICRETE having previously worked for a global manufacturer and marketer of automotive aftermarket maintenance and repair products.

Globally Proven Construction Solutions

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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