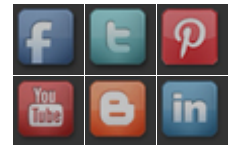




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LATICRETE LAUNCHES LATICRETE UNIVERSITY

E-Learning Courses Build Upon Award-Winning PTK Technical Seminars,
Designed to Meet Overwhelming Demand for Training

Bethany, CT – LATICRETE, a global manufacturer and leader of premium installation and finishing systems for the building industry, announced the launch of LATICRETE UNIVERSITY. Based on the company's award-winning Profit Through Knowledge (PTK) technical seminars, this industry-leading e-learning program presents training videos and tests online. LATICRETE UNIVERSITY lessons are developed specifically for distributors, dealers, installers and other professionals interested in vital industry and product information. LATICRETE UNIVERSITY makes it possible for anyone within the industry to train from the comfort of their home or office.

The program can be accessed at the URL
<http://www.laticreteuniversity.com>.

"Effective and proven training is necessary for any company or individual in our industry interested in learning about new products, modern technology, and best practices," said Director of Technical Services Art Mintie. "Training segments are based on PTK technical seminars which are hosted at LATICRETE."



Globally Proven Construction Solutions

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In a 2013 Tile and Stone Installation Contractor Market Survey from CLEARReport, LATICRETE finished tied for first place among the six manufacturers named in the report for their training programs. LATICRETE UNIVERSITY training segments include tutorial videos followed by a short test that measures the participant's knowledge retention. Upon the successful completion of a segment, participants can print a certificate or have it emailed to them. Each training segment is based on PTK technical seminars which are hosted at the LATICRETE headquarters in Bethany, CT. LATICRETE also recently received top marks for service, support and product performance from CLEARReport.

LATICRETE UNIVERSITY segments cover LATICRETE products and important industry topics. Industry-specific topics include lessons on "Understanding Deflection" and "Re-grouting Commercial Kitchens." Product-specific topics include lessons on the "HYDRO BAN® Waterproofing Membrane" and "LATASIL™ Sealant."

The demand for LATICRETE training has grown tremendously over the past few years as has the need for an online option. And, while the program has grown in popularity, customers have requested an alternative to in-person training. Through LATICRETE UNIVERSITY, participants can learn about new products and industry standards without the delay of waiting for a scheduled event or a representative visit. This is one of the many ways LATICRETE responds to market needs and adds value in support of its customers.

"We have provided training for years, but wanted a system that could reach even more LATICRETE users," said Associate Technical Services Manager Steven Rampino. "Through LATICRETE UNIVERSITY, we deliver our program effectively and are confident our customers will be very happy with this cutting-edge approach to training."

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.

www.laticrete.com

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