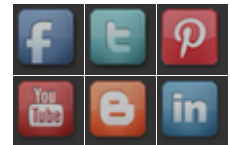




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LATICRETE REGIONAL SALES MANAGER PETER MCKEON RAISES NEARLY \$14K FOR PAN MASS CHALLENGE

BETHANY, CT – LATICRETE, a global manufacturer and leader of premium installation and finishing systems for the building industry, announced Regional Sales Manager Peter McKeon recently raised \$13,717 when he rode in the Pan Mass Challenge this past summer. It was the sixth time that McKeon has participated in the event.

This year he rode in honor of his close friend Chris Erickson and his brother-in-law Frank Reddington. Both lost battles with cancer.

"I wanted to do something to remember the lives of those we have lost, including Chris and Frank, and to honor those who fight against cancer every day," said McKeon. "I appreciate everyone who worked with me to raise nearly fourteen thousand dollars."



The 192-mile bike ride across the state of Massachusetts raises money for the Dana-Farber Cancer Institute in Boston and 100% of the funds McKeon raised will go directly to the Dana-Farber's mission to provide compassionate care to children and adults with cancer while advancing the understanding, diagnosis, treatment, cure and prevention of cancer.

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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