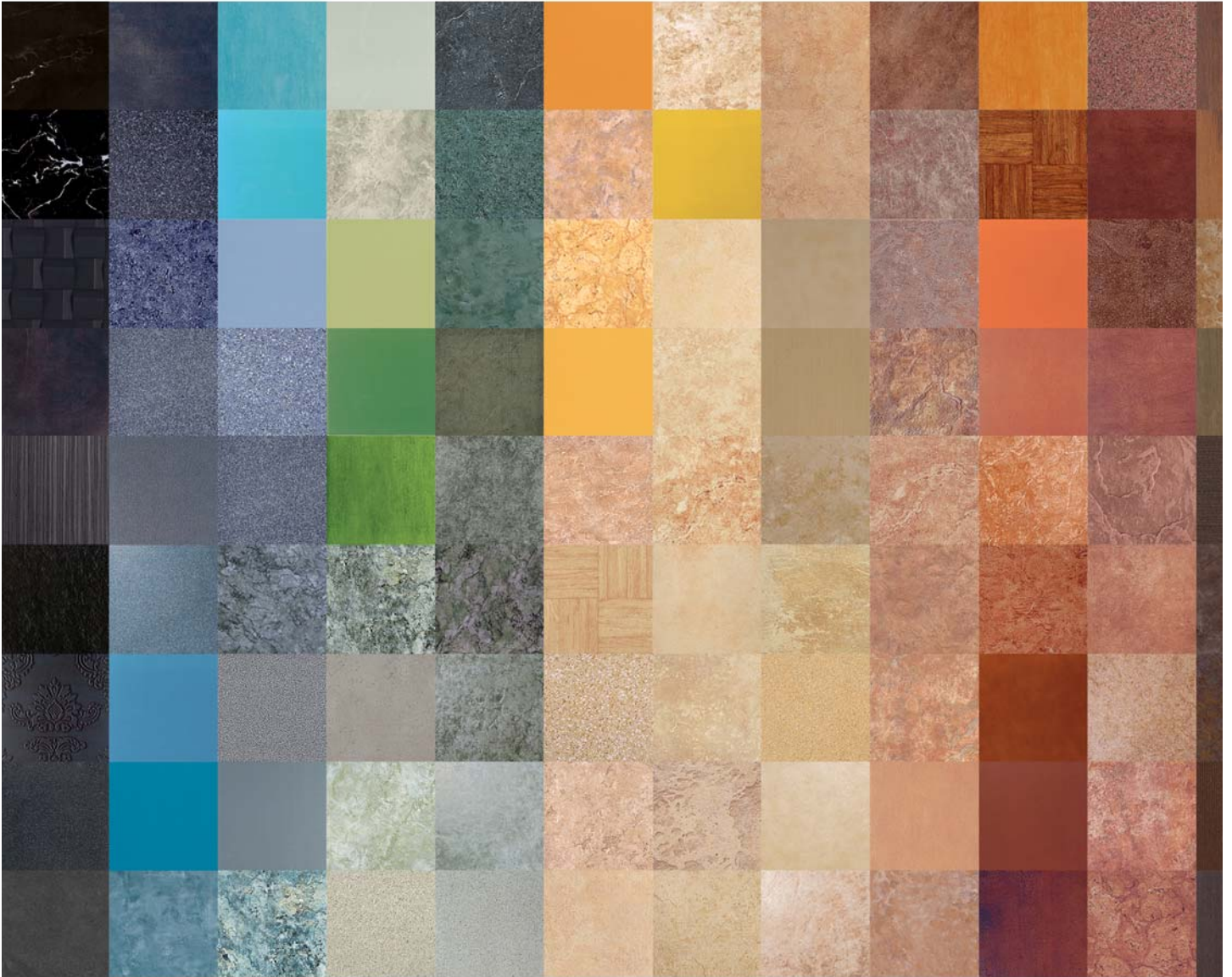


2010

THIRD QUARTER



This document contains forward-looking statements which reflect the Company's views about future events and financial performance. Actual events and results could differ materially from these statements. Readers are cautioned not to place undue reliance on these forward looking statements, which speaks only of their dates and the Company undertakes no obligation to update or revise any of them.

Interceramic reports Third Quarter Results

The financial results of Interceramic for the third quarter of 2010 highlight further improvements by the Company in the face of the longer than expected global financial downturn. While consolidated sales for the quarter of US \$114.7 million gained by 6.9 percent over the third quarter of 2009, when sales were US \$107.3 million, gross margin improvement and expense control over the past year have led to markedly better operating results. Operating income of US \$6.9 million for the quarter was 51.8 percent higher than the operating income for the third quarter of last year of US \$4.6 million. Year to date, 2010 demonstrates the great strides the Company has made over 2009. Consolidated sales to date in 2010 increased by 8.5 percent over 2009, at US \$330.6 million over US \$304.7 million. Operating income growth is particularly compelling, and at US \$16.1 million for the first nine months of 2010, dwarfs operating income for the same period of 2009 of US \$3.0 million. As has been the case since Interceramic began its recovery from the financial collapse, demand and sales in Mexico have absolutely led the way as our trimmed and consolidated operations in the United States have continued at reduced levels consistent with last year.

On a bright note, the quarter saw the completion of our new joint venture in China with domestic ceramic tile producer Kito. Under the name “ICC,” Interceramic and Kito have formed an agreement to market an extensive range of glazed ceramic floor and wall tile through a large, consumer-friendly showroom, which will be located in Foshan, China. This large facility will have prominent displays of tile products in settings such as model kitchens and bathrooms. This will be a new and innovative way of selling tile products in China, and we are excited for its prospects in this huge market.

The 6.9 percent growth in third quarter 2010 consolidated sales from last year as impacted by a lesser increase in cost of sales led to gross income for the third quarter of US \$41.8 million compared to US \$37.8 million in the third quarter of 2009, a 10.7 percent increase. Year to date, Interceramic’s gross income is US \$119.5 million, up 18.6 percent over year to date 2009 gross income of US \$100.8 million. As a percentage of sales, operating expenses for the third quarter of 2010 were at 30.4 percent while last year they were 30.9 percent. Year to date in 2010 the difference is greater, 31.3 percent compared to 32.1 percent. Our operating margin in the third quarter this year rose to 6.0 percent compared to 4.3 percent in the third quarter of 2009 and for the year to date our operating margin in 2010 is 4.9 as opposed to the grim 1.0 percent recorded for the same period last year.

These encouraging operating results have had a strong effect on the Company’s EBITDA, which hit US \$12.7 million for the third quarter of 2010, an 18.5 percent increase over EBITDA of US \$10.7 million in the third quarter of 2009. The first nine months of 2010

resulted in EBITDA of US \$33.8 million over the US \$21.3 million recorded over the first nine months last year. Efforts to generate cash over recent periods have allowed us to reduce the Company’s outstanding debt. Accordingly, our key financial ratios are materially better this year when compared to last. At the end of the third quarter this year, our debt service coverage ratio was 4.2 times, compared to 2.4 times at the end of the third quarter 2009. The Company’s ratio of debt to EBITDA has fallen substantially as well, at 3.4 for the third quarter 2010 down from 6.5 for the third quarter of 2009.

Expressed in Pesos, the currency in which virtually all sales in Mexico are recorded, Mexican third quarter 2010 sales hit Ps 953.7 million, rising by 7.3 percent over sales of Ps 888.8 million for the third quarter of last year. Year to date, the comparison is similar, at Ps 2,700.4 million this year over the Ps 2,524.0 million recorded last year, a seven percent increase. In the United States, our retrenchment of operations in the country has led to decreases in product sales, but we have had some success in pricing, as International sales for the third quarter of 2010 of US \$40.0 million are down only 1.6 percent over third quarter 2009 International sales of US \$40.7 million. The same percentage reduction holds for the year to date as well, with the figure for 2010 being US \$118.2 million compared to the 2009 figure of US \$120.1 million.

While we at Interceramic are by no means satisfied with the current state of the world economy and the adverse impact events beyond our control have had on how we had expected 2010 to look in our forward planning some years ago, we are well motivated from our demonstrably improving financial results. In particular, our sustained growth in Mexico bodes quite well for the future. Although the United States is, as we have been saying for some time, going to prove a harder nut to crack, we do see positives from our determined efforts in that market. As always, we thank our customers, suppliers, employees and investors for their tremendous support.

Oscar E. Almeida
Honorary Chairman

Víctor D. Almeida
Chairman of the Board & CEO

RELEVANT FINANCIAL INFORMATION

INCOME STATEMENT (Thousands of Nominal US Dollars, except per Share data)	Jul-Sep '10	Jul-Sep '10 Vs. Jul-Sep '09	Jan-Sep '10	Jan-Sep'10 Vs. Jan-Sep '09
Net Sales	114,736	6.9%	330,622	8.5%
Cost of goods sold	(72,942)	4.9%	(211,126)	3.5%
Gross Income	41,793	10.7%	119,496	18.6%
Operating Expenses	(34,867)	5.0%	(103,353)	5.7%
Operating Income	6,927	51.8%	16,144	N.A.
Integral Cost of Financing	1,910	(127.6%)	563	(112.4%)
Interest Expense	(2,217)	(32.1%)	(6,951)	(16.2%)
Interest Income	318	(21.3%)	963	2.9%
Foreign Exchange Gain (Loss)	3,809	(193.9%)	6,550	133.1%
Other Expenses, Net	(383)	(46.3%)	(1,270)	(36.7%)
Income Tax	(2,918)	100.1%	(8,010)	82.7%
Deferred Income Tax	9	(96.9%)	(109)	N.A.
Minority Income	1,231	19.5%	3,022	84.1%
Net Majority Income	4,314	N.A.	4,296	N.A.
Weighted Average Number of Shares Outstanding (Thousands)	162,664	0.0%	162,664	0.0%
EPS	0.03	N.A.	0.03	N.A.

BALANCE SHEET (Thousands of Nominal US Dollars)	Sep-10	Sep-10 Vs. Sep-09
Current Assets	203,883	6.3%
Cash Equivalents	27,489	(14.0%)
Fixed Assets	149,501	(7.3%)
Other non-current Assets	15,731	2.3%
TOTAL ASSETS	369,115	0.2%
Short-term Bank Debt	17,757	32.4%
Other short-term Liabilities	45,227	0.4%
Long-term Bank Debt	132,625	(11.7%)
Deferred Taxes	32,899	(9.0%)
Other long-term Liabilities	6,284	17.2%
TOTAL LIABILITIES	234,793	(6.1%)
Majority Shareholders' Equity	114,179	16.9%
Minority Interest	20,143	(2.4%)
TOTAL SHAREHOLDERS' EQUITY	134,322	13.5%

Note: "Unless otherwise indicated, all financial information are in accordance with Norms for Financial Information as determined by the "Consejo Mexicano para la Investigacion y Desarrollo de Normas de Informacion Financiera, A.C. (CINIF)", and for purposes of clarity, information is also presented in nominal US Dollars dividing the nominal pesos for each month by the applicable average exchange rate for that month."

RELEVANT FINANCIAL INFORMATION

INCOME STATEMENT (Thousands of Pesos except per Share data)	Jul-Sep '10	Jul-Sep '10		Jan-Sep '10	Jan-Sep '10	
		Vs.	Jul-Sep '09		Vs.	Jan-Sep '09
Net Sales	1,464,272	2.3%		4,201,796	0.8%	
Cost of goods sold	(930,784)	0.3%		(2,683,155)	(3.9%)	
Gross Income	533,487	5.9%		1,518,641	10.3%	
Operating Expenses	(445,174)	0.5%		(1,313,968)	(2.0%)	
Operating Income	88,313	44.6%		204,673	N.A.	
Integral Cost of Financing	20,764	(122.4%)		818	(101.1%)	
Interest Expense	(28,324)	(35.0%)		(88,513)	(21.9%)	
Interest Income	4,062	(24.8%)		12,240	(4.1%)	
Foreign Exchange Gain (Loss)	45,026	(182.4%)		77,092	165.2%	
Other Expenses, Net	(4,898)	(48.4%)		(16,220)	(41.1%)	
Income Tax	(37,252)	91.5%		(101,848)	69.7%	
Deferred Income Tax	150	(96.3%)		(1,350)	N.A.	
Minority Income	15,763	14.4%		38,506	73.3%	
Net Majority Income	51,315	N.A.		47,567	N.A.	
Weighted Average Number of Shares Outstanding (Thousands)	162,664	0.0%		162,664	0.0%	
EPS	0.32	N.A.		0.29	N.A.	

BALANCE SHEET (Thousands of Pesos)	Sep-10	Sep-10	
		Vs.	Sep-09
Current Assets	2,544,461		(2.1%)
Cash Equivalents	343,058		(20.8%)
Fixed Assets	1,865,775		(14.6%)
Other non-current Assets	196,323		(5.8%)
TOTAL ASSETS	4,606,560		(7.7%)
Short-term Bank Debt	221,608		21.9%
Other short-term Liabilities	564,438		(7.6%)
Long-term Bank Debt	1,655,160		(18.6%)
Deferred Taxes	410,585		(16.2%)
Other long-term Liabilities	78,426		8.0%
TOTAL LIABILITIES	2,930,218		(13.5%)
Majority Shareholders' Equity	1,424,957		7.7%
Minority Interest	251,385		(10.1%)
TOTAL SHAREHOLDERS' EQUITY	1,676,342		4.6%