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ASTROTURF® TEAMS UP WITH THE AMERICAN FOOTBALL COACHES ASSOCIATION

Legendary Brand to Serve as Title Sponsor of AstroTurf® Kick-Off Luncheon

RALEIGH, NC. (January 9, 2009) – AstroTurf® is proud to team up with the American Football Coaches Association (AFCA), the nation’s premier association of football coaches, as an official sponsor of the 2009 AFCA Convention in Nashville. Approximately 5,000 members are expected to attend the three-day convention featuring coaching clinics, meetings and a variety of educational programs.

As part of the event partnership, AstroTurf® serves as the title sponsor of the AstroTurf® Kick-Off Luncheon planned for Monday, January 12. The National Football Foundation Hall of Fame championship trophies will be presented and the AFCA Assistant Coach of the Year recipients, Outstanding Achievement Award, Academic Achievement Award and Trailblazer Award will all be announced. Georgia State University Head Coach Bill Curry will serve as the Master of Ceremonies. Football legend Archie Manning, who serves as ambassador for the AstroTurf® brand, also plans to attend the convention and host a private reception for coaches.

“Having an innovative company like GeneralSports Venue, and the legendary AstroTurf® brand, serve as a sponsor of the 2009 AFCA Convention is a tremendous asset for us,” said Mel Pulliam, AFCA’s director of marketing and development. “The fact that AstroTurf® also brings Archie Manning to the convention is another reason we are so excited about this year’s event.”

Throughout the convention, AstroTurf® will exhibit (booth #715) its portfolio of advanced synthetic turf systems for high schools, universities and professional sports teams including the innovative GameDay Grass™ 3D system. A recent Michigan State University study, funded by the NFL Charities Foundation, found that GameDay Grass™ 3D from AstroTurf® most closely replicated natural grass in a comparison of 16 types of synthetic and natural sports turf, based on the torque, force and friction generated by cleated athletic shoes.

“AFCA is one of the most influential organizations in American football, and we are extremely proud to partner with the association and its members at the 2009 convention,” said Jon Pritchett, GSV CEO. “We’re looking forward to seeing old friends and making new acquaintances as we recognize the leaders in the coaching profession and introduce the newest innovations from AstroTurf® that have once again positioned the brand as a leader in the synthetic sports turf industry.”

About AstroTurf®

The iconic AstroTurf® brand offers advanced, state-of-the-art, multi-sport and specialized synthetic turf systems with proprietary engineered technologies, leveraging the industry’s only vertically integrated manufacturing system. The relaunch of AstroTurf®, including the enlistment of football legend Archie Manning as ambassador for the brand, has positioned it again as the leading innovator in the synthetic turf

industry, with a growing number of high schools, colleges, professional sports teams and municipalities selecting AstroTurf®-branded products for their premium quality, technical superiority and safety. AstroTurf® is a registered trademark of Textile Management Associates, Inc.

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