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**GENERALSPORTS VENUE APPOINTS TIMOTHY JORDAN
DIRECTOR OF SALES FOR MID-ATLANTIC REGION**

ROCHESTER, MICH. (February 15, 2007) – **GENERALSPORTS VENUE (GSV)**, exclusive U.S. marketer of the new AstroTurf brand of synthetic sports turf systems, today announced the appointment of Timothy H.A. Jordan to regional director of sales. Jordan will provide coverage in Virginia, Maryland, Delaware and Washington D.C. and report to Doug Whitmer, GSV Senior Vice President of Sales and Marketing.

Prior to joining GSV, Mr. Jordan had a successful career working as a manufacturer's representative and as an independent representative with his own company, Stonewall Marketing, which carried multiple building product lines. In addition, he possesses 10 years of senior management experience in the manufacturing sector working with Fortune 500 clients such as Alcoa and Wal-Mart.

"As the exclusive marketing partner for the AstroTurf brand, Timothy's presence will enhance our ability to educate schools and athletic directors in the mid-Atlantic region about our new line of products and advise them on solutions that best align with their needs," said Whitmer.

The iconic AstroTurf brand was recently reintroduced to the sports market by GSV, offering advanced, state-of-the-art, multi-sport and specialized synthetic turf systems with proprietary engineered technologies. Recent innovation from GSV includes an exclusive, first-to-market agreement with the developers of a Sports Antimicrobial System (SAS) that includes SportsAide and TurfAide™, treatments designed to help safeguard the health of athletes by protecting facilities against bacteria that can cause dangerous infections such as staph. Powered by the proven AEGIS Microbe Shield®, TurfAide is offered in all AstroTurf branded systems. Legendary NFL quarterback Archie Manning was introduced as the spokesperson for AstroTurf, ushering in a new era for the brand. To learn more, visit www.astroturfusa.com.

Based in Michigan and with executive offices in Raleigh, N.C., Richmond, Va., and San Diego, GSV www.generalsportsvenue.com offers a range of integrated services for sports venue owners, operators and developers. GSV's professional services include project development, design, estimating, finance, revenue generation, program management, construction, and operations for sports venues. Aided by its sports turf division, GSV has been among the fastest growing companies in the sports construction industry.

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