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## **GENERALSPORTS VENUE HELPS MILWAUKEE BUCKS SCORE ANTIMICROBIAL PROTECTION**

### *Team Facilities Treated with Innovative SportsAide™ Technology*

**ROCHESTER, MICH. & MILWAUKEE, WIS.** (March 26, 2007) – **GENERALSPORTS VENUE (GSV)**, the exclusive U.S. marketer of the new AstroTurf brand of synthetic sports turf systems and the leading sports venue development specialist in the country, recently announced the completion of a proactive, antimicrobial treatment at the training and practice facilities of the Milwaukee Bucks.

The proprietary SportsAide system, a product of the Sports Antimicrobial System (SAS), was developed by SportCoatings™, a division of the Coatings Specialist Group. It is a preventive measure that uses a patented, non-leaching micro technology to control the growth of a wide array of bacteria, mold, fungi and algae on treated sports surfaces. The application process at the Bucks' facilities was filmed by ESPN and recently featured as a segment on "Outside the Lines."

GSV markets SAS as part of its comprehensive range of products and services for the sports industry. It also has an exclusive, first-to-market agreement to offer TurfAide, an advanced, factory-applied antimicrobial treatment for synthetic turf available on all new AstroTurf systems. An AstroTurf field with factory installed TurfAide will be backed with an 8-year extended warranty.

"Bacterial contamination continues to be a growing threat to athletes of all playing levels and is becoming more difficult to ward off," said Jon Pritchett, GSV CEO. "The work with the Milwaukee Bucks emphasizes our consultative services and our ability to provide safe, state-of-the-art antimicrobial protection."

Applied by electrostatic spray, the antimicrobial technology powering SAS creates a fatal attraction for microbes. The technology behind SAS is the ÆGIS Microbe Shield® safely used in consumer goods and in medical applications for more than 30 years. Registered with the EPA, it imparts a layer of antimicrobial protection that will not leach any chemicals or heavy metals into the environment and will not rub off onto a player's skin.

SAS is being utilized by a growing number of professional, college and scholastic athletic programs to help protect athletes from the risks of infections such as MRSA and staph. In addition to the innovative SportsAide and TurfAide products, SAS also offers SportsAide Fabric Conditioner, a laundry additive that provides a layer of antimicrobial protection for up to 60 washings.

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Based in Michigan and with executive offices in Raleigh, N.C., Richmond, Va., and San Diego, GSV [www.generalsportsvenue.com](http://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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