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**JACKSONVILLE UNIVERSITY ATHLETIC DEPARTMENT AND STUDENT BODY
TO REAP THE BENEFITS OF THE NEW ASTROTURF® FIELD**

JACKSONVILLE, FL - As the Jacksonville Dolphins football team returns to D.B. Milne field this fall to play on the new AstroTurf® surface, there will be some very interested athletes watching.

The men's and women's lacrosse teams, as well as a variety of intramural athletes will be waiting their turn to play on the surface beginning in 2011.

"Putting in AstroTurf® helped us in a lot of ways," said Alan Verlander, Director of Athletics. "Most importantly, it gives us greater flexibility with our fields and will assist in the development of the entire athletic program."

The field is not only expected to aid in the recruiting of athletes for the football and lacrosse teams, Verlander expects it to have an impact on student recruitment, as well.

"This is going to impact the admissions office," said Verlander. "Intramurals are important for a school our size and the field is going to be appealing to those students."

Football coach Kerwin Bell is already learning the value the field has in recruiting players.

"When you tell kids about what this facility will be, the consistent reaction is that their ears perk up," said Bell. "They are excited about the opportunity to play on this type of surface."

Bell sees other advantages to the AstroTurf® field in comparison to the grass field. He cites weather, overuse of fields, and injuries as three major factors affecting the team. Verlander points to the size of the school and the fact that budgets don't allow for five to eight people on a grounds crew like other places. The AstroTurf® surface should alleviate those concerns.

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For Verlander and Bell, the biggest positives are going to be less maintenance, a more consistent level of play, the ability for other teams and students to use the field, and the possibility of a high school football game of the week and other events being played here.

Verlander says that the school chose AstroTurf® because, “They provide the best service and most flexibility in design and cost. We trust the people and the brand. At the end of the day, we feel as though they are head and shoulders above everyone else. They were not just looking to make a sale. They worked to give us what we wanted and continue to do so.”

In addition to the benefits for the program and its athletes, AstroTurf® can also provide Jacksonville and other organizations with several benefits of an environmental nature.

The typical, well-maintained grass field can use anywhere from 500,000 – 1,000,000 gallons of water per year. The AstroTurf® field eliminates that need, as well as the need for pesticides and other chemicals.

AstroTurf® fields utilize a high-performance, polyurethane backing system called BioCel™, which employs highly refined coal fly ash and bio-based polyols from soybeans. The technology in AstroTurf® products can provide an additional 12 points toward LEED Certification. Also, the infill systems used in AstroTurf® fields can keep 25,000 tires out of landfills.

Two other strong features of AstroTurf® are TurfAide™, a non-chemical antimicrobial shield protecting against MRSA and other infectious bacteria; and astroflect™ technology which significantly reduces turf surface temperatures.

“AstroTurf® systems are developed with the athlete in mind, while developing the science behind the sport,” said Bryan Peeples, President of AstroTurf®.

AstroTurf® has made an investment in furthering research on synthetic turf fields and partnered with the University of Tennessee to create The Center for Safer Athletic Fields. Additionally, in a study at Michigan State University funded by NFL Charities, an AstroTurf® product was determined to perform most like natural grass.

“We are excited about entering into this project with Jacksonville University,” said Peeples. “We want to see the athletes perform at peak levels and see the university grow because of the quality of athletic facilities. Go Dolphins!”

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About Jacksonville University

Florida's Jacksonville University was founded in 1934. Over 3,500 students attend the school. The colors are green and white and the mascot is a Dolphin, making JU the first school in the nation to choose that mascot. Sports teams at JU participate in NCAA Division I athletics in the Atlantic Sun Conference, except for football, which plays in the Division I FCS Pioneer Football League. The President is Dr. Kerry D. Romesburg and the Athletic Director is Alan Verlander. Coaches for the football and men's and women's lacrosse teams are Kerwin Bell, Matt Kerwick and Mindy McCord, respectively.

About AstroTurf®

For many athletes and sport enthusiasts, the iconic AstroTurf® brand has redefined the way the game is played. The company 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. A growing number of high schools, colleges, professional sports teams and municipalities continue to select AstroTurf®-branded products for their premium quality, technical superiority and safety. Recent innovations from AstroTurf include GameDay Grass™ 3D with RootZone®, a polyethylene/nylon hybrid system which most closely replicates natural grass; TurfAide™, a non-chemical antimicrobial shield protecting against MRSA and other infectious bacteria; and astroreflect™ Technology which significantly reduces turf surface temperatures. To learn more, visit www.astroturfusa.com.

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