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CONTACT: Charles Upchurch  
[cupchurch@fwv-us.com](mailto:cupchurch@fwv-us.com)  
(919) 277-1147  
(919) 395-1588 cell



**ASTROTURF BRAND TO RE-LAUNCH AS GENERALSPORTS VENUE  
ANNOUNCES EXCLUSIVE MARKETING PARTNERSHIP**

*Synthetic Turf's Most Legendary Name Spearheading  
Innovation with New, Proprietary Technologies*

**ROCHESTER, MICH.** (Dec. 12, 2006) – As of today, everything you know about AstroTurf® is history. At a special event in New York City, **GENERALSPORTS VENUE** (GSV) of Rochester, Mich., announced the restaging and re-launch of the iconic AstroTurf® brand. The event celebrated AstroTurf's 40-plus-year history, its legacy of innovation, and its return as a leader in the industry it pioneered. Legendary quarterback Archie Manning was introduced as the spokesperson for AstroTurf, ushering in a new era for the brand.

“AstroTurf is not only back, it is back to reclaim its position as the most technologically advanced synthetic sports turf in the world,” said Jon Pritchett, CEO of GSV. “This is the brand that invented synthetic turf, and now it is the brand that is taking synthetic turf to the next level once again.”

With more than 3,000 installations in more than 50 countries, American-made AstroTurf is a brand with global recognition. Patented by Monsanto in 1965, AstroTurf was the world's first synthetic turf used as a sports playing surface, gaining worldwide attention when it was installed at the Houston Astrodome in 1966. Textile Management and Associates (TMA), a 35-year-old, family owned textile manufacturing group based in Dalton, Georgia, acquired the AstroTurf brand, including all assets and intellectual property, from SRI Sports in February of 2004.

GSV, a sports facilities and turf specialty company, became TMA's exclusive marketing partner for the AstroTurf brand in the fall of 2006. The long-term partnership gives GSV the U.S. sales and marketing rights for all current and future AstroTurf-branded products developed specifically for the American sports market.

Field systems for football, soccer, baseball, lacrosse and general use will be offered by GSV under the AstroTurf GameDay Grass™ and PureGrass® product lines. AstroTurf 12®, the world's leading field hockey turf brand, and AstroTurf engineered conversion systems (indoor or outdoor) will also be marketed by GSV. GameDay Grass (polyethylene, infilled) and PureGrass (nylon, no fill required) are available with AstroTurf's proprietary Root Zone® technology, a simulated thatch layer at the base of the tufted (or knitted) turf, replicating the stabilizing underlayer of root fibers in natural grass fields. This technology can be used in combination with an infill component or without any infill material.

The rebranding of AstroTurf includes the enlistment of Manning, a former NFL MVP, as the brand's public endorser. As part of the endorsement, GSV will partner with the Manning Passing Academy, a summer football camp in Thibodaux, La., conducted by Manning and his sons, Cooper, Peyton and Eli.

"AstroTurf is one of the most recognized brands in all of sports, and their new turf products are the best in the business," said Manning. "I can tell you from first-hand experience; this is not your father's AstroTurf."

The environmental benefits of synthetic turf (eliminating the need for pesticides, fertilizers and gasoline-powered mowers), together with the economic benefits of allowing more hours of participation per field, are among the many reasons so many high schools, colleges and municipalities across the U.S. are opting for synthetic systems. AstroTurf has also emerged as an industry leader in the implementation of sustainable resources such as soybean oils that are used in the place of petroleum derivatives, and eco-friendly practices including the use of post-consumer and post-industrial products in design and manufacturing.

Further innovation from GSV includes an exclusive, first-to-market agreement with the developers of a Sports Antimicrobial System (SAS) that includes TurfAide™, a treatment designed to help safeguard the health of athletes by protecting against bacteria that can cause dangerous infections such as staph. Powered by the proven AEGIS Microbe Shield®, TurfAide will be offered in all AstroTurf systems.

Based in Michigan and with executive offices in Raleigh, North Carolina 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.

Please visit [www.AstroTurfUSA.com](http://www.AstroTurfUSA.com). To schedule an interview with GSV CEO Jon Pritchett, contact:

Charles Upchurch  
[cupchurch@fwv-us.com](mailto:cupchurch@fwv-us.com)  
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