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**PENN STATE INTERCOLLEGIATE ATHLETICS SELECT
GAMEDAY GRASS 3D FROM ASTROTURF FOR
THREE NEW CAMPUS FIELDS**

*Bigler Field and West Campus Intramural Complex
Get New, Advanced Synthetic Turf Systems*

RALEIGH, N.C. & STATE COLLEGE, PA. (December 4, 2007) – GeneralSports Venue, exclusive U.S. licensee of AstroTurf-branded products, today announced the completion of three new innovative GameDay Grass 3D™ synthetic turf playing fields at Penn State University. GameDay Grass 3D, from AstroTurf, is one of the most advanced synthetic turf products, featuring cutting edge performance and safety benefits, and characteristics that closely mimic the look and feel of natural grass.

The three fields at Penn State include the new 89,000 square foot Bigler Field, a competition practice field for the soccer, lacrosse and field hockey teams, and the 190,000 square foot West Campus Intramural Complex which includes two multi-purpose fields used for club rugby, ultimate frisbee, soccer, lacrosse and football.

“As we were researching synthetic turf options for the new fields, we took our time to educate ourselves and learn about the options available,” said Herb Combs, Penn State’s assistant field supervisor. “We were seeking a surface that provides the play of natural grass, had the most realistic look, the truest footing, the best ball bounce and, more importantly, would provide inclement weather practice facilities for our athletes. We met with the AstroTurf manufacturers, toured the facility and agreed that GameDay Grass 3D was the best choice to meet our standards.”

The new GameDay Grass 3D synthetic fields proved to be a beneficial addition when a recent snowstorm during the NCAA Division 1 Women’s Soccer Tournament dampened playing conditions on Jeffrey Field, a natural grass surface. The game was moved to Bigler Field after Penn State crews worked to clear, stripe and prepare the surface for play. The Nittany Lions defeated Hofstra in overtime 2-1.

GameDay Grass 3D utilizes a proprietary technology called RootZone™, a nylon thatch layer at the base of the system, coupled with a monofilament polyethylene long fiber, closely replicating natural grass. The density of the RootZone, providing stability, cushion and consistent performance, means that less granulated infill is required, reducing the problems related to infill migration and “fly-out.” The nylon-polyethylene hybrid construction also serves to increase durability and overall system performance.

“Penn State knows turf,” said Jon Pritchett, GSV president and CEO. “The university has a long-standing history of maintaining some of the best natural grass athletic fields in the NCAA and has very rigorous standards. We are proud that they selected the GameDay Grass 3D system from AstroTurf. It’s part of our return to innovation as the brand that created the category and just the beginning of our commitment to introducing new products designed to improve performance and safety.”

About AstroTurf

The iconic AstroTurf brand was recently reintroduced to the sports marketplace by GSV, offering 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. 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®, AstroTurf is the only synthetic turf brand providing TurfAide as a standard manufactured component in all synthetic sports turf products. The relaunch of AstroTurf, including the enlistment of football legend Archie Manning as ambassador for the brand, has positioned it 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. To learn more, visit www.astroturfusa.com.

About GeneralSports Venue

Based in Michigan with executive headquarters in Raleigh, N.C., and regional offices in Richmond, Va., San Diego, Boston, Kansas City, New York, New Jersey, Indiana, Illinois, Pennsylvania, Georgia, Florida, and Texas, GSV (www.generalsportsvenue.com) is a certified minority business enterprise that 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 and construction 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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