

FOR IMMEDIATE RELEASE

CONTACT: Courtney Mulligan
cmulligan@fwv-us.com
(919) 277-1181



U.S. NAVAL ACADEMY TO RECEIVE ADVANCED SYNTHETIC TURF CONVERSION SYSTEM FOR NEW INDOOR TRAINING FACILITY

Wesley Brown Field House to Feature AstroTurf "Magic Carpet™" Engineered System

RALEIGH, N.C. & ANNAPOLIS, MD. (May 9, 2007) – **GENERALSPORTS VENUE (GSV)**, exclusive U.S. marketer of the new AstroTurf brand of synthetic sports turf systems, has been awarded a contract to install the sports industry's most advanced indoor turf conversion system at the U.S. Naval Academy (USNA). The project for the Wesley Brown Field House will include a mechanically banked track and a 70,000 square foot synthetic turf field to support all aspects of USNA's track and field program. In addition, the field will be used by the soccer, lacrosse and football teams for practice during inclement weather and for the 'sprint' (under 170 lbs.) football team. Hensel Phelps Construction Company, general contractor for the project, facilitated the transaction.

"The Naval Academy specifically requested an engineered conversion system to accommodate the various activities planned for the facility," said Jon Pritchett, GSV CEO. "We are delighted to be providing one of the world's most important service academies with a system designed to eliminate changeover time and provide maximum flexibility. It's yet another leading product that connects to the innovative legacy of AstroTurf."

The Magic Carpet™ conversion system was developed by AstroTurf through extensive research and years of experience with convertible fields. The engineered system, manufactured by Mitchell Machine Works, uses a series of air jets concealed in the floor to float the entire AstroTurf surface on a cushion of air as the turf is rolled out or retracted using a system of hydraulic winches, motors, and rollers. Conversion time is under one hour and eliminates conversion labor downtime with the exception of routine maintenance.

The iconic AstroTurf brand was recently reintroduced to the sports market by GSV, offering state-of-the-art, specialized synthetic turf systems with proprietary engineered technologies. American owned and operated, AstroTurf products demonstrate tremendous consistency throughout standardized tests measuring durability, safety and biomechanics and include a wide range of systems to meet the demands of football, soccer, field hockey, lacrosse, baseball, softball and recreational sports teams. As the leading innovator in the synthetic turf industry, AstroTurf products are the only brand manufactured in a truly vertically-integrated process and with the use of "green" technology. AstroTurf recently announced an exclusive agreement to provide TurfAide™, an antimicrobial treatment powered by the Aegis Microbe Shield, during manufacturing.

With headquarters in Raleigh, N.C., and corporate sales offices in San Diego, Detroit, Richmond, Va. and Dalton, Ga., 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 and construction for sports venues. Aided by its sports turf division, GSV has been among the fastest growing companies in the sports construction industry for the past five years.

Please visit www.AstroTurfUSA.com to learn more about the synthetic turf systems GSV offers. To schedule an interview with individuals quoted in this press release, please contact:

Courtney Mulligan
cmulligan@fwv-us.com
(919) 277-1181

#