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**ASTROTURF® WEB SITE RELAUNCHES WITH NEW
STREAMLINED DESIGN AND PREMIUM VIDEO FEATURE**
Innovation Continues to Distinguish Iconic Brand

RALEIGH, N.C. (Sept. 30, 2009) – AstroTurf®, the iconic brand that invented synthetic sports turf, has reinvented its brand web site. The new, enhanced edition of www.astroturfusa.com goes live today with an updated look, new features, in-depth product information and premium video capability. Streamlined for easy navigation, the web site highlights new fields as well as the advanced design, engineering and technological components that have made AstroTurf the industry’s leading innovator.

New AstroTurf field installations are prominently featured on the home page, including those at the St. Louis Rams, Old Dominion University, Northern Michigan University and Wichita State, presented in a bold visual format alongside news such as the research partnership formed between AstroTurf and the University of Tennessee. A user-friendly menu on the home page provides easy access to all the information contained on the site, including groundbreaking product innovations, green manufacturing practices, advances in antimicrobial protection and AstroTurf’s leadership in materials safety.

“The new AstroTurf web site is straightforward, simple to use, and looks fantastic,” said Troy Squires, Global Director of Sales and Marketing for AstroTurf. “Our customers and stakeholders demand excellence from the AstroTurf brand, and that’s what the new site represents, in design, functionality and content.”

The web site redesign is a continuation of a comprehensive marketing campaign launched in 2006 that has repositioned AstroTurf as the brand that is once again leading the synthetic turf industry with state-of-the-art, proprietary innovation. AstroTV, a video feature on the new web site, brings to life a multitude of testimonials, such as the one from St. Louis Rams EVP/COO Kevin Demoff, explaining how the game-changing innovations found exclusively in AstroTurf systems are making a profound impact on the communities, institutions and athletic programs they serve.

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 astroflect™ Technology featuring Bonar Coolgrass® which significantly reduces turf surface temperatures.

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. The company recently debuted its astroflect™ Technology in its GameDay Grass™ systems at the St. Louis Rams’ new synthetic practice field at Rams Park. To learn more, visit www.astroturfusa.com.

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