



FOR IMMEDIATE RELEASE

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## **ASTROTURF® LAUNCHES ASTROFLECT™ TECHNOLOGY FEATURING BONAR COOLGRASS® FOR GAMEDAY GRASS™ TURF PRODUCTS**

*Cutting edge technology significantly reduces surface temperature*

**RALEIGH, NC. (June 22, 2009)** – AstroTurf® announced today the launch of AstroFlect™ Technology featuring Bonar Coolgrass®, which significantly reduces surface temperature when compared to a typical synthetic turf field.

“We have always been proactive in the area of safety, protecting athletes and sports participants,” said GSV Chairman and President Michael Dennis. “By offering AstroFlect™ Technology in our GameDay Grass™ systems, our customers can be sure their athletes will play on a cooler turf surface.”

AstroTurf® is the first major brand of synthetic turf to offer this state-of-the-art technology that allows the fiber to reflect infrared light and dissipate heat into the atmosphere instead of being absorbed into the yarn. Existing technologies simply absorb the heat, which can result in elevated surface temperatures.

”The only way to permanently reduce playing field surface temperatures is to change the chemistry,” said AstroTurf® COO Jim Prettyman. “AstroFlect™ Technology has been proven to reduce temperatures in even the hottest climates.”

The first installation of an AstroTurf® GameDay Grass™ field featuring AstroFlect™ will begin next week at The Meadows School in Las Vegas, Nevada. Celebrating their 25th anniversary, the school maintains a total commitment to excellence in education, The Meadows School places 100% of its graduates in 4 year accredited colleges and universities. After visiting with a select group of qualified synthetic field providers, the school’s leadership team chose AstroTurf®’s premium GameDay Grass™ 3D system for the new stadium field.

“We knew we were getting the best system available in the marketplace today in the GameDay Grass™ 3D surface from AstroTurf®,” said Carolyn Goodman, Founder and President of The Meadows School. “When AstroTurf® came back to us and offered their new AstroFlect™ Technology, they reinforced our decision to select them as a partner. In a climate where managing heat is so important, we are thrilled to provide the students and families of The Meadows School with the first surface of its kind in the country.”

AstroTurf®’s sister company, SYNLawn®, the company that first introduced synthetic landscape grass to the marketplace, is simultaneously incorporating Bonar’s Coolgrass® in selected synthetic grass landscape products. Bonar’s Coolgrass® is available exclusively through SYNLawn® and AstroTurf® in North America.

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## **About AstroTurf®**

The iconic AstroTurf® brand 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. The relaunch of AstroTurf®, including the enlistment of football legend Archie Manning as ambassador for the brand, has positioned it again 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.

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