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CONTACT: Erica Rabhan
Erica@shiramiller.com
(678) 392-1786

ST. LOUIS RAMS SELECT STATE-OF-THE-ART SYSTEM FROM ASTROTURF® FOR PRACTICE FIELD

First NFL team to install an advanced synthetic turf system from AstroTurf®

RALEIGH, NC. (June 22, 2009) – AstroTurf® brings its latest innovation directly to the National Football League. The announcement came today that the St. Louis Rams have selected AstroTurf® for a new synthetic practice field at Rams Park. The joint construction effort between GSV, AstroTurf® and Munie Greencare Professionals will begin immediately and the field will be ready in time for the start of training camp in late July.

“After looking at all the different synthetic turf providers available, we felt AstroTurf® was the best choice for us,” said Kevin Demoff, St. Louis Rams Executive VP of Football Operations/Chief Operating Officer. “AstroTurf®’s commitment to player performance and safety was a major factor in our decision. We can’t wait to get going on our new field.”

The latest infilled systems from AstroTurf® were designed and refined to meet the rigorous demands and performance characteristics required by the NFL. “This is a huge honor to have our state-of-the-art AstroTurf® system validated by the Rams and the National Football League,” said GSV Chairman Michael Dennis. “To have the greatest athletes in the world train on our system is a testament to years of testing, research and development that have gone into restoring AstroTurf® as a leader in the industry. We are grateful to have been selected and proud to debut this fabulous technology with the Rams and the NFL.”

The St. Louis Rams enter the 2009 season with a renewed sense of optimism under the leadership of new head coach Steve Spagnuolo, the former New York Giants Defensive Coordinator. “The Rams new AstroTurf® practice field will be one of the finest in the NFL,” said Bryan Peeples, President of AstroTurf®. “Everyone at GSV and AstroTurf® are honored to have been selected and look forward to being a part of the St. Louis Rams for many years to come.”

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. To learn more, visit www.astroturfusa.com.

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