

Unique Value Propositions



General Sports Venue, LLC is a certified Minority Business Enterprise. GSV has met the requirements for qualification as a minority owned and controlled company as defined by both the National Minority Supplier Development Council and the Michigan Minority Business Development Council.

About General Sports Venue and AstroTurf

GENERALSPORTS VENUE is an American company that exists to provide owners with comprehensive, custom solutions to successfully plan, design, build, and finance synthetic sports fields and athletic venues. As more and more schools and municipalities consider their options for stadium and field improvements, we are here to offer creative, state-of-the-art products and services including **AstroTurf®** branded, sports specific turf solutions that are designed to add significant, measurable value in the areas of durability, safety and return on investment. Five years ago, we were founded on following three core tenants, which are the foundation of our business:

1. State-of-the-art product design and development, utilizing the world's leading suppliers to the industry, custom engineered to provide specific solutions for our customers
2. Precision guided construction methods, using our own experienced, certified installers, including a "zero tolerance" quality control and inspection process
3. Intense customer service focus in order to provide added value and services

Since re-launching the **AstroTurf®** brand in 2006, **GENERALSPORTS VENUE** has committed itself to becoming the innovation leader again in the synthetic turf industry. Currently, we are conducting extensive research projects at Michigan State and North Carolina State Universities and have recently partnered with Reebok to conduct athlete specific testing regarding shoe/surface interface of all **AstroTurf** branded turf systems. The data and feedback we receive from these research efforts, combined with our R&D team in Dalton, Georgia, is fueling the latest in innovation and technology from **AstroTurf**.



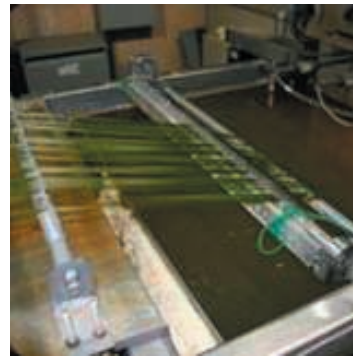
Certified Minority Business

In 2007, **GENERALSPORTS VENUE** earned the title certified Minority Business Enterprise. GSV has met the requirements for qualification as a minority owned and controlled company as defined by both the National Minority Supplier Development Council and the Michigan Minority Business Development Council. **GENERALSPORTS VENUE** is the only synthetic turf company in the United States that is a certified MBE.



Vertical Integration

AstroTurf products are the only brand of synthetic turf products manufactured in a truly vertically-integrated process. **AstroTurf** can manufacture and produce its own component for each aspect of a synthetic turf system – from yarn to coating to tufting to backing. All of this takes place in over 815,000 square feet of manufacturing space by over 400 dedicated employees in Georgia and Alabama. As a result of this full-scale vertical integration, all components of the **AstroTurf** synthetic turf systems undergo extensive quality control measures, testing and inspection by members of the **AstroTurf** management team.



"Green" Technology Leadership

There are many ways in which **GSV/AstroTurf** is using recycled and renewable content and other "green" technologies to lead the synthetic turf industry in a commitment to the environment. In fact, through the depth of **AstroTurf's** integrated manufacturing units, an ever increasing number of "green" components is being added to every **AstroTurf** system.

For example, our backing systems employ **Biocel™** technology, an environmentally friendly unitary polyurethane backing system that eliminates the need for petroleum-based polymers. **Biocel** combines soybean oil and a highly refined form of the mineral lignite to form a backing system that is unaffected by moisture and can be perforated for enhanced drainage. Eliminating the need for petroleum based polymers, **Biocel** reduces dependence on foreign oils and landfill waste while extending product durability and improving indoor and outdoor air quality.

AstroTurf's GameDay Grass all-rubber infill systems are composed of highly durable cryogenic rubber, extracted from post consumer recycled tires by certified recyclers all across the US. These materials have been rigorously tested by the international scientific communities for both environmental and human health hazards and have been found to pose no risks. In fact, the EPA approves the use of post-consumer tires for the purpose of athletic fields. In a typical field, **AstroTurf** will use up to 12,000 recycled passenger tires.

Celceram™ is a recovered green component that stabilizes and toughens the polyurethane compound. It is a product of coal combustion in an electrical utility power plant, carefully selected and processed for its component and performance characteristics. Bio-based polymers are manufactured with a portion of the polyol coming from a renewable resource, the soybean plant.

The backing materials alone in **AstroTurf** systems offer significant percentages of recycled and sustainable components, up to 70% green by weight. The backing system employed by **AstroTurf** is a composite of sustainable, post-consumer and recovered materials. Incorporating such components contributes to the total building materials requirement of rapidly renewable materials under the Material and Resources Section of Version 2.0 of the LEED guidelines.

AstroTurf can also help earn more points for the US Green Building Council's LEED certification program. The post-consumer, recycled tires and water consumption reductions can contribute additional points towards LEED certification.



Antimicrobial Protection

TurfAide™ is the antimicrobial system that **AstroTurf** employs in every turf system it manufactures. Powered by the Aegis Microbe Shield®, technology used in the medical community for 30 years, **TurfAide** is an EPA registered product that is effective against a wide spectrum of bacteria, mold, fungi and algae. Because of its unique mode of action, **TurfAide** does not leach any chemicals or metalics into the environment and does not allow bacteria to “adapt.” Given the increasing rate of incidents of Staph and MRSA in sports communities, **GSV/AstroTurf** began offering **TurfAide DEM** as a standard product attribute in 2007. The antimicrobial is incorporated into the turf system during the manufacturing process. **AstroTurf** is the only turf brand in the industry to offer anti microbial protection for athletes.

