

FOR IMMEDIATE RELEASE

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



FAYETTEVILLE STATE FOOTBALL PREPARES FOR HOME OPENER ON STATE-OF-THE-ART GAMEDAY GRASS 3D™ FIELD FROM ASTROTURF®

University is First in CIIA Conference to Install Next-Generation Synthetic Turf Surface

RALEIGH, N.C. (September 20, 2007) – The Fayetteville State University (FSU) Broncos will kick off their opening home game against the Bowie State Bulldogs in the newly renovated Luther “Nick” Jeralds Stadium this Saturday, September 22, on a new GameDay Grass 3D™ synthetic turf field from AstroTurf. The 76,000 square foot, state-of-the-art GameDay Grass 3D field, the university's first synthetic turf sports surface, was supplied by Raleigh-based GeneralSports Venue (GSV), a certified minority business enterprise and the exclusive U.S. marketer of AstroTurf-branded products. GameDay Grass 3D is one of the most advanced synthetic turf products, featuring best-in-class performance and safety benefits, and characteristics that closely mimic the look and feel of natural grass.

FSU is the first school in the Central Intercollegiate Athletic Association (CIIA) conference to install a synthetic turf surface and the first Historically Black College and University (HBCU), as well as the first in North Carolina, to install the advanced GameDay Grass 3D synthetic turf.

“When we decided it was time to upgrade our football field, it was important for us to select a particular type of surface that would be durable and hold up under constant use by multiple groups on campus,” said Dr. Edward McLean, FSU’s athletic director. “Performance on the new GameDay Grass 3D surface is consistent and the coaches and players are elated that the field is always ready for play.”

GameDay Grass 3D utilizes a proprietary technology called RootZone™, a nylon thatch layer at the base coupled with a monofilament polyethylene long fiber, that replicates natural grass. The density of the RootZone, providing stability, cushion and consistent performance, means that less granulated infill is required, reducing the problems related to infill migration and “fly-out”. The nylon-polyethylene hybrid construction also serves to increase durability and overall system performance.

“We are proud to have worked with FSU to provide them with a custom engineered playing surface that represents the future of synthetic turf,” said Doug Whitmer, GSV’s senior vice president of sales and marketing. “GameDay Grass 3D gives Jeralds Stadium one of the finest playing surfaces in the country.”

About AstroTurf

The iconic AstroTurf brand was recently reintroduced to the sports marketplace by GSV, offering advanced, state-of-the-art, multi-sport and specialized synthetic turf systems with proprietary engineered technologies. Recent innovation from GSV includes an exclusive, first-to-market agreement with the developers of a Sports Antimicrobial System (SAS) that includes SportsAide and TurfAide™, treatments designed to help safeguard the health of athletes by protecting facilities against bacteria that can cause dangerous infections such as staph. Powered by the proven AEGIS Microbe Shield®, TurfAide is offered in all AstroTurf-branded systems. To learn more, visit www.astroturfusa.com.

About GeneralSports Venue

Based in Michigan and with executive headquarters in Raleigh, N.C., and regional offices in Richmond, Va., San Diego, Boston and New Jersey, GSV (www.generalsportsvvenue.com) is a certified minority business enterprise that 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.

#