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GENERALSPO RTS VENUE APPO INTS CHRIS PLUNKET SENIOR VICE PRESIDENT OF OPERATIONS

ROCHESTER, MICH. & RALEIGH, N.C. (February 22, 2007) – **GENERALSPO RTS VENUE (GSV)**, exclusive U.S. marketer of the new AstroTurf brand of synthetic sports turf systems, today announced the hiring of Chris Plunket as senior vice president of operations. In this role, Plunket will focus on developing concepts and implementing systems to improve operational efficiencies in every phase throughout the company. Plunket will report to GSV President and CEO, Jon Pritchett.

“Chris will work closely with our manufacturing partner, Textile Management and Associates (TMA), and each of our suppliers, subcontractors and customers in search of ways to improve quality and processes to deliver world class products and services to the growing sports facility market,” said Pritchett. “His hiring marks an important step in the growth of GSV and we are very excited to have been able to attract an operations executive like Chris. His background makes him a perfect fit for our future.”

A Raleigh native and N.C. State graduate, Plunket previously led operations and engineering teams at Cree, Inc. in Durham and was an integral part of the company’s growth.

“I am proud to be associated with a company that places a great emphasis on providing safe, technically advanced and environmentally sound products to schools, communities and athletes across the country,” said Plunket. “The potential growth the AstroTurf brand provides GSV through innovation and technology is significant and I’m excited to help reengineer and relaunch a product that was originally invented right here in Raleigh.”

The iconic AstroTurf brand was recently reintroduced to the sports market 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. Legendary NFL quarterback Archie Manning was introduced as the spokesperson for AstroTurf, ushering in a new era for the brand. To learn more, visit www.astroturfusa.com.

Based in Michigan and with executive offices in Raleigh, N.C., Richmond, Va., and San Diego, GSV www.generalsportsvenue.com 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, construction, and operations for sports venues. Aided by its sports turf division, GSV has been among the fastest growing companies in the sports construction industry.

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