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**GENERALSPO RTS VENUE COMPLETES INSTALLATION
FOR HOME GROWN LACROSSE FACILITY**

Indoor Training Center Features AstroTurf GameDay Grass™

ROCHESTER, MICH. & NORTH ANDOVER, MASS. (Feb. 16, 2007) – **GENERALSPO RTS VENUE** (GSV), exclusive U.S. marketer of the new AstroTurf brand of synthetic sports turf systems, has announced the completion of a new indoor facility featuring an AstroTurf GameDay Grass MP field at Home Grown Lacrosse of North Andover, Mass. Home Grown Lacrosse is an indoor lacrosse training facility that offers private lessons, group clinics and team training sessions.

AstroTurf GameDay Grass MP is the turf that set the standard for high durability among systems that feature honeycomb-pattern slit film fiber technology. It features low slide resistance and is constructed with a urethane secondary back system with BioCel™ technology, technology that uses renewable resources to extend product life.

“We are happy to have worked with Home Grown Lacrosse to provide a high quality synthetic turf system that will help train and condition lacrosse players in the Boston region,” said Doug Whitmer, GSV Senior Vice President Sales and Marketing.

“It was important for us to have a playing surface that was safe and durable,” said Bryan Brazill, owner and president of Home Grown Lacrosse. “GameDay Grass allows for natural ball roll and provides excellent traction for maneuverability.”

In addition to the state-of-the-art turf products under the AstroTurf brand, 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, including GameDay Grass MP.

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. Legendary NFL quarterback Archie Manning was introduced as the spokesperson for AstroTurf, ushering in a new era for the brand.

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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.

About Home Grown Lacrosse

Founder of Home Grown Lacrosse, Bryan Brazill, has lived in The Merrimack Valley for the past seven years. Bryan played his college lacrosse at Merrimack College in North Andover MA, where he lead the Warriors in scoring for three years and was in the top five points producers in the country his senior year. After he graduated, he jumped on the coaching staff at Merrimack as the offensive coordinator and continues there today as an assistant. Late in 2005, Bryan started Home Grown Lacrosse, a service company that offers lacrosse training in a variety of formats. On January 5, 2007 Bryan and his vice president, Tim Murphy opened the doors to their new indoor training facility located at 400 Osgood St. in North Andover. The indoor facility offers everything from private lessons, group clinics and camps to elite teams, birthday parties, team training sessions and much more. For more information, visit www.homegrownlacrosse.com.

Please visit www.AstroTurfUSA.com to learn more about the synthetic turf systems GSV offers. To schedule an interview with individuals quoted in this press release, please contact:

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