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**ASTROTURF UNVEILS NEW FIELD FOR PILOT EPISODE  
OF FOX SPORTS NET'S *HOME FIELD ADVANTAGE***

***GameDay Grass™ Installed at Philadelphia's Gambrel Recreation Center  
For New Youth Sports Facility Makeover Show***

**RALEIGH, N.C.** (August 18, 2007) – American-made AstroTurf, the leading innovator in synthetic sports turf, unveiled on Saturday the new GameDay Grass™ surface at Philadelphia's Billy Gambrel Recreation Center, recently installed as part of the pilot project for Fox Sports Net's new show, *Home Field Advantage*. The program, set to debut this fall, is themed on identifying youth sports facilities in disrepair and remaking them into top-notch sports centers.

The pilot episode focuses on the restoration of Gambrel Recreation Center, the home of Pop Warner's Frankford Chargers, the region's most successful youth football team. The football field has served neighborhood teams dating back to the early 1900s, and is reported to have been one of the fields used by the Frankford Yellow Jackets, a football club that won the NFL title in 1926. When the team lost its NFL franchise in 1933, the rights were bought by the owners of a new team called the Philadelphia Eagles.

The unveiling of the new field on Saturday was part of the Pop Warner Little Scholars Jamboree celebrating the completion of the renovation project and the legacy shared with the Philadelphia Eagles, which commemorates its 75<sup>th</sup> anniversary as an NFL team this year. The Eagles organization, through the work of the Eagles Youth Partnership, has a long history of playground revitalization in Philadelphia.

The new field at Gambrel Recreation Center was provided by GeneralSports Venue (GSV), the exclusive U.S. marketer of AstroTurf-branded products and the company that reintroduced the iconic brand to the sports marketplace in December of 2006. The 75,000 square foot GameDay Grass field will allow maximum usage on a playing surface that is safe, durable and environmentally friendly.

"AstroTurf is the original category creator of synthetic turf and the industry leader in terms of innovations that are improving performance, safety and sustainability," said Rick Horrow, co-executive producer of *Home Field Advantage*. "The features and benefits available in the new AstroTurf systems make it the perfect synthetic turf option for future projects we're looking at for *Home Field Advantage*. Their commitment to the community and youth sports will make a huge difference."

New features in AstroTurf-branded products include TurfAide™, an advanced antimicrobial system that protects athletes from dangerous infections such as staph; a specially developed all-rubber infill that produces excellent shock absorption and a more consistent surface for athletes; a highly durable Root Zone™ to reduce "fly out" and provide denser fiber content so less infill material is required; and "green" manufacturing processes that are better for the environment.

"Supporting youth sports initiatives is part and parcel of the AstroTurf philosophy," said Michael Dennis, GSV's Chairman and majority shareholder. "We are proud to be an integral part of the Gambrel field makeover project and to provide the community, including all the current and future members of the Frankford Chargers football team, with a next-generation playing surface suitable for all types of athletic activities and uses that they will enjoy for years to come."

*Home Field Advantage* is co-produced by Horrow, a sports business analyst for Fox Sports and CEO of Horrow Sports Ventures, and Emmy-winning producer/director Phil Tuckett, a former NFL player and a 37-year veteran of NFL Films. Philadelphia Eagles legend Vince Papale (*Invincible*) and Fox Sports Net anchor Laura Okmin will serve as the show's co-hosts.

#### **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. Legendary NFL quarterback Archie Manning was introduced as an ambassador for AstroTurf in 2006, ushering in a new era for the brand. To learn more, visit [www.astroturfusa.com](http://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.generalsportsvenue.com](http://www.generalsportsvenue.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.

#### **About Horrow Sports Ventures**

Horrow Sports Ventures ([www.horrowsports.com](http://www.horrowsports.com)) is the leading facility development advisor to professional sports leagues, universities, government agencies, and not-for-profit organizations.

#### **About Pop Warner Little Scholars**

Headquartered in Langhorne, PA, Pop Warner Little Scholars is the largest youth football and cheerleading organization in the U.S. and the only youth sports organization that emphasizes academics as an equivalent to athletics. Over 400,000 children are currently involved in Pop Warner organizations in 43 states, Guam, Scotland, Germany, Russia, Japan, and Mexico.

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