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



**GENERALSPO RTS VENUE DEDICATES  
*MANNING FIELD BUILT BY ASTROTURF*  
AT NICHOLLS STATE UNIVERSITY**

***Installation of State-of-the-Art AstroTurf Playing Surface  
Benefits Nicholls State and Manning Passing Academy***

**RALEIGH, N.C.** (July 18, 2007) – Jon Pritchett, CEO of **GENERALSPO RTS VENUE (GSV)**, the exclusive U.S. marketer of AstroTurf products, together with AstroTurf brand ambassador and legendary NFL quarterback Archie Manning and his sons Peyton, Eli and Cooper, officially dedicated the new *Manning Field built by AstroTurf* on Friday, July 13 at John L. Guidry Stadium at Nicholls State University in Thibodaux, La., home of the annual Manning Passing Academy.

The new field, an AstroTurf GameDay Grass 3D synthetic turf surface valued at about \$700,000, is one of the most advanced synthetic sports turf surfaces in the world and was specially selected for the installation. The dedication took place during the Manning's summer football camp for high school quarterbacks, receivers and tight ends, where special offensive skills are taught by some of the top college and pro athletes and coaches in the country.

GameDay Grass 3D utilizes a proprietary technology called RootZone™, a nylon thatch layer at the base coupled with a monofilament polyethylene long fiber, the replicates natural grass. The density of the RootZone, providing stability, cushion and consistent performance over time, 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 increases durability and overall system performance.

"AstroTurf products are the best in the business," Archie Manning said. "I am proud to be associated with the all-American AstroTurf team, and thrilled about AstroTurf's contribution of the new field, providing Nicholls State University and the Manning Passing Academy with a durable, safe and custom engineered playing surface."

To celebrate the dedication of *Manning Field built by AstroTurf*, the ceremonial first passes were thrown by Archie, Peyton, Eli and Cooper Manning to representatives of AstroTurf and GSV.

"To have our name attached to it, because of what Nicholls State has meant to our camp and our family, that's special," said Peyton Manning.

### **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. and San Diego, GSV [www.generalsportsvenue.com](http://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 and construction for sports venues. Aided by its sports turf division and an exclusive partnership with the AstroTurf brand, GSV has been among the fastest-growing companies in the sports construction industry.

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