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



ASTROTURF AND AN ELITE PANEL OF EXPERTS PRESENT DATA SUPPORTING THE SAFETY OF SYNTHETIC SPORTS TURF

NEW YORK and RALEIGH, N.C. (May 7, 2008) – GeneralSports Venue, LLC (GSV), exclusive U.S. licensee of AstroTurf branded products, in collaboration with a panel of highly respected toxicologists, epidemiologists and chemical fiber engineers from across the country, presented scientific data and test results on Monday that confirm the safety of synthetic sports turf. At a press conference held at the Science, Industry & Business Library in Manhattan, GSV Chairman Michael Dennis asserted that “synthetic turf sports fields, including the nylon version recently brought into question in New Jersey, present no health risk to athletes or to our children.”

The presentation, comprised of seven separate scientific conclusions, countered recent concerns raised by the New Jersey Department of Health and Senior Services related to lead chromate, a compound in the pigment particles used in some synthetic turf systems. The expert panel included polymer and fiber engineering specialist Dr. Davis Lee, Ph.D., of InnovaNet Consulting; clinical and forensic toxicologist Dr. David Black, Ph.D., of Aegis Sciences Corporation, food and environmental toxicologist Dr. James R. Coughlin, Ph.D. of Coughlin & Associates and, via telephone, Dr. C. Ralph Buncher, Sc.D., Department of Environmental Health, University of Cincinnati College of Medicine. Each concurred with the summation that synthetic turf sports fields present no health risk.

The seven conclusions, as follows, were supported by research and testing data plus additional context provided by the panel:

1. CDC Lead Prevention Program identifies no risk from synthetic turf
2. Lead does not leach from synthetic turf
3. Bioavailability of lead from pigment is extremely low
4. Dust at Ironbound Stadium posed no inhalation hazard for lead
5. Children with regular exposure to the Ironbound field tested normal for lead
6. Factory worker exposed to nylon turf and particles for 30 years tested normal for lead
7. Amount of ingested turf required to pose a threat is absurdly unrealistic

The presentation, *Synthetic Turf: The Science Behind the Safety*, is available in its entirety at www.astroturfUSA.com. A video of the press conference will also be available at the AstroTurf web site.

GSV CEO Jon Pritchett said that despite the fact that his company did not manufacture nor install the fields in New Jersey that were recently closed after warnings about their safety were issued in March by the NJDHSS, GSV and AstroTurf were compelled to set the record straight about the safety of synthetic turf as well as the AstroTurf brand.

“We assembled the most qualified scientific and technical experts in the country to produce and analyze the best available data,” said Pritchett, “and everything they told us confirmed our position that synthetic turf is extremely safe.

“The AstroTurf brand represents a broad line of advanced, innovative turf products that include nylon, polyethylene and hybrid products, as well as conversion and transition systems, that not only provide outstanding performance and durability, but the ultimate in user safety, including state-of-the art antimicrobial protection.”

About AstroTurf

AstroTurf offers advanced, state-of-the-art, multi-sport and specialized synthetic turf systems with proprietary engineered technologies, leveraging the industry's only vertically integrated manufacturing system. The relaunch of AstroTurf, including the enlistment of football legend Archie Manning as ambassador for the brand, has positioned it as the leading innovator in the synthetic turf industry, with a growing number of high schools, colleges, professional sports teams and municipalities selecting AstroTurf-branded products for their premium quality, technical superiority and safety. 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, San Francisco, Boston, Columbus, Portland, Philadelphia, Kansas City and New Jersey, GSV 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. To learn more, visit www.generalsportsvenue.com.

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