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**NICHOLLS STATE WINS HOME OPENER ON STATE-OF-THE-ART  
GAMEDAY GRASS 3D SYNTHETIC SURFACE FROM ASTROTURF**

***Debut of "Manning Field Built by AstroTurf"  
Kicks Off New Era for Colonels Football***

**RALEIGH, N.C. (September 11, 2007)** – Nicholls State University won its home football opener against the Southern Arkansas Muleriders on Saturday at John L. Guidry Stadium in Thibodaux, La., marking the debut of its state-of-the-art AstroTurf GameDay Grass 3D field, one of the most advanced synthetic sports turf surfaces in the world. The 90,000 square foot field, named *Manning Field Built by AstroTurf*, was installed this summer in partnership with GeneralSports Venue (GSV), exclusive U.S. marketer of AstroTurf products, and football legend Archie Manning, AstroTurf brand ambassador.

*Manning Field Built by AstroTurf* was dedicated in July by Archie Manning and his sons Cooper, Peyton and Eli at this year's Manning Passing Academy, the annual summer football camp hosted at Nicholls State. The GameDay Grass 3D surface was specially selected for its technological innovations and performance characteristics that more accurately mimic natural grass.

Standardized industry tests confirm that AstroTurf GameDay Grass 3D, utilizing an all-rubber infill system, is more consistent with softer, natural grass than turf products using infill comprised of sand and rubber, a system introduced in the 1990s. GameDay Grass 3D also utilizes a proprietary technology called Root Zone™, a simulated thatch layer at the base of the turf system that replicates the underlayer of root fibers and thatch found in natural grass. The density of the RootZone, providing stability, cushion and consistent performance, means that less granulated rubber infill is required, reducing the problems related to infill migration and "fly-out."

"The new field represents a significant upgrade for our program," said Jay Thomas, head football coach at Nicholls. "The players are quicker and they like the feel of the softer turf. It truly looks and feels like real grass."

"GameDay Grass 3D is the best example of the future of synthetic turf," said Jon Pritchett, CEO of GSV. "It demonstrates advanced technology and innovation replicating a natural grass appearance and sets a new standard for infill turf systems. More importantly, it provides athletes with an engineered playing surface that is safe, durable and consistent."

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### **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. 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.

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