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**ASTROTURF AND ARCHIE MANNING INTRODUCE
STATE-OF-THE-ART SYNTHETIC TURF FIELD TO
GUIDRY STADIUM AT NICHOLLS STATE**

*GameDay Grass 3D, One of the Latest Advances in Sports Turf
To be Showcased at Manning Passing Academy in July*

RALEIGH, N.C. (May 31, 2007) – AstroTurf, the American-made brand of synthetic sports turf, in partnership with legendary New Orleans Saints quarterback Archie Manning and his Manning Passing Academy, has recently completed a new, state-of-the-art AstroTurf surface at John L. Guidry Stadium at Nicholls State University in Thibodaux, La., the home for the annual summer football camp.

GENERALSPO RTS VENUE (GSV), the exclusive marketer of AstroTurf in the U.S., negotiated and managed the project. The AstroTurf GameDay Grass 3D field, one of the most advanced synthetic sports turf surfaces in the world, was specially selected for the installation.

Manning, who serves as brand ambassador for AstroTurf, requested that the playing surface be installed for use by both the Nicholls State Colonels and the players who attend the Manning Passing Academy, created and run by Manning and his sons Peyton, Eli and Cooper. Valued at about \$700,000, the new field at Guidry Stadium will be renamed “Manning Field presented by AstroTurf,” and will be ready for play when the camp gets underway on July 12. AstroTurf is an official sponsor of the Manning Passing Academy which draws more than 1,000 of the nation’s most promising high school quarterbacks and receivers each year.

Manning Field presented by AstroTurf will be dedicated by Archie Manning, along with representatives from Nicholls State, AstroTurf and GSV, during a media event and welcoming ceremony at Guidry Stadium on Friday, July 13. Peyton, Eli and Cooper Manning will also participate in the event.

“AstroTurf is one of the most recognized brands in all of sports, and their new turf products are the best in the business,” Archie Manning said. “I am excited to be part of the all-American AstroTurf team, and thrilled about AstroTurf’s contribution to Nicholls State and their support of the Manning Passing Academy. I can tell you from first-hand experience, this is not your father’s AstroTurf.”

AstroTurf GameDay Grass 3D 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 over time, means that less granulated rubber infill is required, reducing the problems related to infill migration and “fly-out.” Standardized testing used to measure shock absorption supports that GameDay Grass 3D is uniformly more consistent with softer, natural grass as opposed to firmer turf products using less fiber content and a higher amount of infill comprised of sand and rubber, a system introduced in the 1990s.

A recent NFL Players Association survey reported that 90 percent of players can tell the difference in the firmness of artificial surfaces, and the number of players preferring softer turf outnumbered those who prefer a firmer turf by more than 2 to 1 (48% vs. 19%; *Source: NFLPA*).

“The next-generation technologies and engineering that are being built into the new AstroTurf systems are leading the synthetic turf industry into the future,” Jon Pritchett, CEO of GSV. “What was new and innovative 10 years ago is outmoded today. Research and Development activities like our field laboratory at Michigan State University are vital to constantly providing new and valuable data that can be used to give customers access to new and improved technologies”.

AstroTurf was patented in 1965 as the world’s first synthetic sports turf. The brand was re-launched in 2006 after forming a marketing partnership with GSV. Today’s AstroTurf products are available with proprietary technical innovations that include Root Zone and TurfAide™, an antimicrobial layer to protect against harmful bacteria. AstroTurf is also at the forefront of “green” manufacturing processes such as the use of soybean-based polyols (*Wall Street Journal* 4/19/07). With over 815,000 square feet of vertically integrated manufacturing assets and more than 400 employees, AstroTurf is the only brand that can produce every component of a synthetic turf system, including yarn, coating, tufting and backing.

The latest generation of premium AstroTurf systems are scheduled to be installed in many other college stadiums and practice facilities this year, including Penn State University, the U.S. Naval Academy, Texas A&M University, Duke University and Colgate University.

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.

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 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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