

FOR IMMEDIATE RELEASE



**ASTROTURF® MAKES ANTIMICROBIAL PROTECTION  
THE STANDARD IN ALL OF ITS SYNTHETIC TURF FIELDS**

*TurfAide™ Protects Against the  
Growing Threat of Staph Infections*

**RALEIGH, N.C. (October 18, 2007)** GeneralSports Venue™ (GSV), exclusive U.S. licensee of all AstroTurf®-branded products, announced today that TurfAide™, a high-tech antimicrobial product designed to provide protection against staph and other dangerous infections, will be integrated into all AstroTurf synthetic sports turf products at the factory level. AstroTurf is the only synthetic turf brand providing TurfAide as a standard manufactured component, and GSV is the industry's only turf provider offering the protection as a topical treatment for existing fields.

GSV has offered TurfAide as a post-installation treatment option since 2006 as a means of protection against a wide variety of mold, fungi and bacteria, including *methicillin resistant Staphylococcus aureus*, or MRSA, a strain of staph bacterium that has become invulnerable to first-line antibiotics. The Journal of the American Medical Association reports that MRSA is responsible for more than 94,000 serious infections and nearly 19,000 deaths each year, as calculated by the Centers for Disease Control and Prevention. Recognizing the growing threat of sports-related infections, GSV sought the development of an engineered process enabling TurfAide to be factory-applied on all AstroTurf products.

“With infections such as staph and MRSA on the rise in the sports community, we are committed to providing the best defense available,” said Michael Dennis, chairman of GSV. “By adding TurfAide into the vertically integrated manufacturing of AstroTurf, we are demonstrating the importance of being proactive in the area of safety and protecting athletes and sports participants.”

Powered by the proven AEGIS Microbe Shield® and registered with the EPA, TurfAide from SportsCoatings™ provides long-lasting, durable protection for synthetic turf systems. Unlike traditional disinfectants, TurfAide imparts an invisible, odorless layer of active antimicrobial that will not wear or wash off, will not introduce chemicals or heavy metals into the environment or onto a player's skin, and doesn't alter the appearance or performance of the field.

TurfAide is part of a family of products from SportsCoatings that GSV offers under the Sports Antimicrobial System® (SAS), developed to inhibit and minimize bacterial contamination on all sport surfaces. Other SAS treatments include SportsAide® and FabricAide™, some or all of which have been recently adopted by several NFL, NHL, NBA and NCAA teams and their facilities, including the Cleveland Browns, Milwaukee Bucks, Minnesota Vikings, Washington Redskins, the University of South Carolina, and Virginia Tech.

“SAS is a 360-degree approach to combating microbial contamination on all sport surfaces,” said Craig Andrews, CEO of SportCoatings. “We are proud to partner with GSV to integrate TurfAide into AstroTurf products, setting a new standard of safety and innovation for the synthetic turf industry.”

### **About AstroTurf**

The iconic AstroTurf brand was recently reintroduced to the sports marketplace by GSV, the exclusive licensee of the AstroTurf brand and products in the United States. The AstroTurf-branded products offer 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. AstroTurf® is a registered trademark of Textile Management Associates, Inc. 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, Kansas City 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 SportsCoatings**

A division of the Coating Specialist Group (CSG), SportsCoatings is the industry leader in developing innovative products that are used everywhere from the NFL, NHL and NBA to the high school level. The Sports Antimicrobial System® (SAS) is the most advanced antimicrobial in the industry, providing 360 degrees of complete, powerful defense against the risk of microbial contamination. SportsCoatings offers teams, administrations, parents and athletes a proactive way to effectively minimize the risk of bacterial infections. For more information about SportsCoatings or SAS, log onto [www.csgsport.com](http://www.csgsport.com) or call 888-510-2847.

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