

FOR IMMEDIATE RELEASE

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**GENERALSPORTS VENUE AND ASTROTURF SELECTED AS  
EXCLUSIVE TURF SUPPLIER BY U.S. COMMUNITIES**

*Non-Profit Procurement Resource Approves Vendors  
For Thousands of Public Agencies Nationwide*

**RALEIGH, N.C. (February 20, 2008)** – GeneralSports Venue (GSV), the exclusive U.S. licensee of the AstroTurf brand, has been awarded the Synthetic Turf & Other Athletic Surfaces contract by U.S. Communities Government Purchasing Alliance (“U.S. Communities”). U.S. Communities is a nonprofit organization that helps government agencies, school districts (K-12), higher education, and other nonprofits reduce the cost of purchased goods by pooling the purchasing power of public agencies nationwide. Designed by public purchasing professionals, U.S. Communities serves as a strategic sourcing program available to approximately 87,000 public concerns across the country.

GeneralSports Venue is an American-owned, Minority Business Enterprise that specializes in providing comprehensive and custom solutions to successfully plan, design, build, and finance synthetic sports fields, surfaces and athletic venues. The new contract provides public agencies throughout the U.S. broad access to GSV’s complete line of AstroTurf branded synthetic sports turf products, other sports-related surfaces, Sports Antimicrobial System (SAS) treatments for athletic facilities, and turnkey design/build services.

Today, more than 30,000 public agencies utilize U.S. Communities contracts and suppliers to procure products and services totaling over \$1.2 billion annually. Each month more than 400 new public agencies register to participate. The continuing growth of agency participation is fueled by the program's ongoing success in assisting public entities with negotiating competitively solicited contracts for quality products and services.

“We are both honored and humbled to have been chosen as the supplier of choice for the public agencies across the U.S. that are served by the U.S. Communities organization,” said Jon Pritchett, CEO of GSV/AstroTurf USA. “We are dedicated to serving those agencies by providing the highest level of professional services and innovative sports surface products in our industry.”

GSV reintroduced the iconic AstroTurf brand in 2006. AstroTurf, the name behind the invention of the world’s first synthetic turf, today represents the cutting-edge technology behind a new generation of synthetic turf products engineered to look and perform like natural grass. With industry-best “green” manufacturing processes and a variety of environmentally friendly initiatives, together with best-in-class design and engineering, AstroTurf is once again making history as the industry’s leading innovator.

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In addition to the state-of-the-art turf products under the AstroTurf brand, 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™, 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 standard in all AstroTurf branded systems.

### **About AstroTurf**

The iconic AstroTurf brand 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. 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, Philadelphia, 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.

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