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## GENERALSPORTS VENUE TO INSTALL PLAYING SURFACE FOR THE ULTIMATE SOCCER ARENAS

### *Largest Indoor Soccer Center in the Country to Feature AstroTurf GameDay Grass*

**ROCHESTER, MICH.** (April 5, 2007) – **GENERALSPORTS VENUE** (GSV), exclusive U.S. marketer of the new AstroTurf brand of synthetic sports turf systems, will provide an AstroTurf GameDay Grass XPE™ playing surface to the new Ultimate Soccer Arenas indoor facility in Pontiac, Michigan. The 266,400 square foot facility will be the first of its kind and the only indoor soccer complex in North America to house two soccer fields built to criteria suitable for international play and FIFA standards. In addition, all playing surfaces will be treated with factory applied TurfAide™, a proprietary antimicrobial treatment, designed to protect the fields from germs and bacteria that can cause dangerous infections such as staph and MRSA. Powered by the proven AEGIS Microbe Shield®, TurfAide is offered in all AstroTurf branded systems. Groundbreaking for the estimated \$15 million project will begin this month.

Two of the playing fields will be major league size playing fields measuring 110 yards by 75 yards. The third field will measure 85 yards by 47 yards. All of the playing fields can be divided in half to provide up to six fields for play. The four building arena will also feature a 3,000 square foot strength, speed and agility training center, a full-service restaurant, pro shop, arcade and party room.

“Soccer is the fastest growing sport in the country and venues with fields of adequate size and availability are scarce,” said Rich Jordan, vice president sales and marketing, GSV. “We are proud to be part of this project which will revolutionize the way soccer is played indoors and provide one of the most durable and safe synthetic turf products on the market.”

For George Derderian, one of the three managing partners for Ultimate Soccer Arenas, selecting GSV was the easiest part of the process.

“We had taken bids from a number of companies, but GSV offered the best solutions and have been very accommodating to our needs,” said Derderian. “Aside from offering a reputable and innovative product, they will install two-toned turf alternating every five yards to make the field look like a natural grass FIFA pitch, something that other vendors were unable to do.”

AstroTurf GameDay Grass XPE uses parallel fibrillated fibers to simulate the appearance of a plush, natural grass field. Constructed with a urethane secondary backing system with BioCel™ technology that uses renewable resources to extend product life, the turf is the optimal choice for multi-sport systems designed for intense use.

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The iconic AstroTurf brand was recently reintroduced to the sports market by GSV, offering advanced, state-of-the-art, and specialized synthetic turf systems with proprietary engineered technologies. American owned and operated, AstroTurf products demonstrate tremendous consistency throughout standardized tests measuring durability, safety and biomechanics and include a wide range of systems to meet the demands of football, soccer, field hockey, lacrosse, baseball, softball and recreational sports teams. As the leading innovator in the synthetic turf industry, AstroTurf is the only brand that supervises its product from raw materials selection through manufacturing, all the way to the final phase of installation.

Based in Michigan and with executive offices in Raleigh, N.C., Richmond, Va., and San Diego, GSV [www.generalsportsvenue.com](http://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, construction, and operations for sports venues. Aided by its sports turf division, GSV has been among the fastest growing companies in the sports construction industry.

Please visit [www.AstroTurfUSA.com](http://www.AstroTurfUSA.com) to learn more about the synthetic turf systems GSV offers. To schedule an interview with individuals quoted in this press release, please contact:

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