

FOR IMMEDIATE RELEASE

CONTACT: Courtney Mulligan
cmulligan@fwv-us.com
(919) 277-1181



**ASTROTURF SENDS SWEEPSTAKES WINNER
TO NATIONAL CHAMPIONSHIP GAME IN STYLE**

***Cary, N.C. Resident Wins AstroTurf Big Game Giveaway,
Attends Ohio State – Florida Title Matchup in Phoenix***

ROCHESTER, MICH. (January 18, 2007) – **GENERALSPORTS VENUE (GSV)**, the exclusive marketing partner for AstroTurf, reported that Neil Sexton of Cary, N.C., winner of the AstroTurf Big Game Giveaway promotion, was treated to a whirlwind trip to Arizona to attend the 2007 college football national championship game between Florida and Ohio State on Jan. 8. Selected in a random drawing from names registered at AstroTurfUSA.com, Sexton received a Grand Prize package that included complimentary air travel, lodging and tickets for two to the national title game in Glendale, Ariz.

GSV kicked off the consumer promotion in mid-December to celebrate the re-launch of the legendary AstroTurf brand to the sports marketplace. To enter, individuals simply had to visit the Web site and register for a chance to win. The promotion was supported with radio and online advertising.

“We had an amazing response to the promotion in a short amount of time,” said Doug Whitmer, senior vice president of GSV. “We are excited about all the enthusiasm generated from the entries and glad that we could celebrate the return of AstroTurf by sending a fan to college football’s biggest game.”

An avid football fan, Sexton was delighted to learn that he would be attending the much-anticipated showdown between Florida and Ohio State. Upon returning to North Carolina, he said both the trip and the game lived up to the hype.

“It was thrilling to witness first hand the dedication and excitement from all the fans that traveled to cheer on their teams and show their support,” said Sexton. “This was a chance of a lifetime and I am thankful to AstroTurf and GSV for the experience.”

To see a photo from Sexton’s trip to the national championship game and to learn more about the new innovations of AstroTurf, visit www.AstroTurfUSA.com.

Based in Michigan and with executive offices in Raleigh, North Carolina 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, 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.

Media: Hi-res photo available upon request.

###