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## **BUFFALO BILLS HOST MONDAY NIGHT FOOTBALL GAME ON INFILLED SYSTEM FROM ASTROTURF®**

### *Next-Generation AstroTurf System at Ralph Wilson Stadium Delivers What NFL Players Prefer in Synthetic Turf*

**BUFFALO, N.Y. & RALEIGH, N.C. (October 10, 2007)** – After waiting 13 years to play on Monday Night Football, the Buffalo Bills nearly pulled off the upset of the season this week against the undefeated Dallas Cowboys. The game, won by Dallas on a last-second field goal, marked the national television national debut of Buffalo’s next generation, infilled AstroTurf synthetic turf system, considered one of the best in the NFL. In 2003, Ralph Wilson Stadium became one of the first NFL facilities to convert from the “old school,” knitted nylon AstroTurf system invented in the 1960s to the new, state-of-the-art, all-rubber infilled AstroTurf.

According to the 2006 NFLPA NFL Players Playing Surfaces Opinion Survey, the all-rubber infilled AstroTurf branded system (now called AstroTurf GameDay Grass™) at Ralph Wilson Stadium received the fourth-highest percentage of “excellent” or “good” responses from players regarding their own team’s home turf surface. Nearly 90 percent of Buffalo Bills players responded that their AstroTurf field was “excellent” or “good,” while no Bills players gave their home field a “poor” rating.

“Ralph Wilson Stadium is the crown jewel of the AstroTurf family and I can’t say enough about the work the Bills have done to maintain the field in such pristine condition – it plays just as well today as it did the day it was installed,” said Jon Pritchett, CEO of GeneralSports Venue, the exclusive U.S. marketer of AstroTurf branded products. “When it was installed, it was one of the first of a new generation of synthetic systems from AstroTurf. As the world could see on Monday night, it continues to perform at the highest level five years later.”

With increased awareness of the performance characteristics, playability and safety of synthetic turf fields, AstroTurf continues to lead the way in research and development to create more player-friendly artificial surfaces. Keeping the field fast yet soft is an integral part of the next generation of AstroTurf branded infilled systems. In the ‘06 NFLPA survey, 90 percent of NFL players polled could tell the difference in the firmness of artificial surfaces, and the number of players preferring softer surfaces outnumbered those who prefer a firmer surface by more than 2 to 1 (48% vs. 19%).

“With new, innovative products such as AstroTurf GameDay Grass 3D, we believe we can deliver a softer, safer surface with less infill to reduce infill migration and fly-out,” said Michael Dennis, chairman of GeneralSports Venue. “The NFL players surveyed asked for softer surfaces and AstroTurf delivers without compromising performance.”

### **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, leveraging the industry’s only vertically integrated manufacturing system. 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<sup>®</sup>, TurfAide is offered in all AstroTurf-branded systems. 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.

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