

ASTROTURF

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ASTROTURF AND MANNING— TWO ICONIC NAMES IN AMERICAN SPORTS.

Football legend, folk hero, father — whatever words you choose to describe Archie Manning, they always include integrity, honesty and passion.

Passion for the game of football, a reputation for straight talk and a standard of excellence beyond compromise. GeneralSports Venue congratulates the Manning family on a truly super performance in Miami, and looks forward to more excitement in 2007 and beyond. Our deepest thanks to Archie for his endorsement of our AstroTurf products and the opportunity to partner with him on some very special projects.

Quick Facts:
 Elton Archie Manning
 Born: May 19, 1949
 College: University of Mississippi
 Drafted: 1971 New Orleans Saints
 NFL Seasons: 12 (1971-1984)
 Pro Bowls: 1976, 1979

Audio and Video clips:
 NFL.com's video
 FOX Sports Interview

Links:
AstroTurfUSA.com
 Biography of Archie Manning
 Manning Pressing Academy

FROM THE DESK OF ARCHIE MANNING.

It doesn't get much more exciting than the past few months. A highlight for me was being selected as the new ambassador for AstroTurf, a legendary American sports brand that has made a dramatic comeback to become the leading innovator in the synthetic turf industry. I was proud to be included at the New York City press event in December when AstroTurf was officially relaunched to the sports marketplace. I said it then and I'll say it again now — I'm thrilled to be affiliated with the outstanding products and people behind this great American brand.

I want to take this opportunity to tell you why I chose to work with GeneralSports Venue (GSV), and update you on some exciting projects that are underway. Most of you know that I am all too familiar with the artificial turf of decades past. Those days are over. This new, state-of-the-art AstroTurf systems feature proprietary technologies that no other synthetic turf brands offer. This is true innovation and leadership that provide safety, health and performance benefits that can't be ignored. Whether it's the philosophy of "more fiber, less fill," TurfAde antimicrobial protection, or the ultimate durability of all-nylon systems, GSV has demonstrated to me that they are committed to excellence at every level, from advanced technical engineering to turnkey customer service. That's the type of organization I like being associated with.

GeneralSports Venue is also stepping up to the plate on a project that is close to my heart. They are providing a new AstroTurf GameDay Grass surface at Nicholls State University in Thibodaux, La., the location of the Manning Passing Academy, a summer quarterbacks camp operated by my sons and me. AstroTurf will be a sponsor of the camp this year, and we look forward to having our friends from GSV/AstroTurf with us in Thibodaux this July. My sincere thanks to GSV for their ongoing efforts to move this project forward. It's going to be a very exciting year!

To those reading this message who may be involved in efforts to build or restore athletic fields for your school or community, I encourage you to look closely at synthetic turf's leading innovator — AstroTurf. GSV is dedicated to changing the way business is done in their industry, bringing credibility and professionalism to every bid and every installation. And the AstroTurf product line is the best in the business, period. Check out www.AstroTurfUSA.com and you'll see for yourself.

Here's wishing you a winning year in 2007!

—Archie Manning

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ASSIGNMENT

AstroTurf, the brand that invented artificial sports turf in 1966, fell into receivership in the early '90s and was purchased by Textile Management Associates (TMA), a commercial carpet and sports turf manufacturer. TMA dedicated proprietary advances in technology and engineering to the AstroTurf product line, creating the most innovative products in the marketplace, but failed to generate marketing buzz for the brand that was still associated with the "old" AstroTurf. Our client, General Sports Venue (GSV) came to FWW in 2005 as a sports facilities company that needed a marquee brand to compete in the booming synthetic turf category. FWW recommended a licensing deal with TMA that would give GSV a game-changing opportunity: to relaunch an iconic American sports turf brand with worldwide recognition. The challenge was to reassert AstroTurf as the world's most innovative turf brand and reclaim its title as the leader of the industry it pioneered in the 1960s.

STRATEGY

There was an opportunity within the sports turf industry to execute a level of quality in the visual design of brand image and marketing materials, along with the perceived quality of sponsored endorsements and marketing partnerships that would separate AstroTurf from its competition.

PROGRAM ELEMENTS

FWW developed a fully integrated rebranding campaign including a new logo and brand identity, advertising, media outreach and public relations, e-marketing, special events, sponsorships and spokesperson activation to gain attention and awareness within the mainstream sports world — and simultaneously within the sports facilities marketplace.

FWW also recommended and secured the endorsement of legendary NFL quarterback Archie Manning to serve as a brand ambassador for AstroTurf. Archie Manning represented the AstroTurf brand at select press events, in media interviews, on the AstroTurf Web site and in direct email communications with the GSV customer and prospect database.

RESULTS

- Successfully positioned AstroTurf as the leading innovator in the synthetic turf industry and an iconic American sports brand
- Increased sales more than 100 percent to \$35 million-plus in the first year
- Earned 410 million media impressions in the first year, with an estimated PR value of more than \$1.9 million, which was a 5:1 return on investment
- Attained 346 million consumer impressions through a paid advertising campaign that included value-added components negotiated by FWW, resulting in a 1.5:1 return on investment
- Won regional Addy Awards for the ad campaign
- The relationship with Archie Manning led to the installation of a state-of-the-art AstroTurf 3D surface at Guidry Stadium, home of the Manning Passing Academy
- The dedication of Manning Field Built by AstroTurf, which included Super Bowl champion quarterbacks Peyton and Eli Manning, was covered by The Associated Press and *ESPN the Magazine*, among other media
- AstroTurf continues to gain market share and is now firmly entrenched as a category leader

