



SYNLAWN®



Contact: Sydney Stahlbaum  
Telephone: 512-423-5164  
Email: [sstahlbaum@astroturf.com](mailto:sstahlbaum@astroturf.com)

**FOR IMMEDIATE RELEASE**

## Days After Announcing It Will Be Sold, AstroTurf Launches New Website

**Dalton, GA, July 8, 2016** – Just days after AstroTurf announced that it will be purchased by SportGroup of Germany to create one of the largest sports surfacing companies in the world, AstroTurf unveiled its newly redesigned website.

Now with a cleaner look, the AstroTurf website is designed to be more user-friendly. Information about AstroTurf’s latest product advances, design philosophy, and industry-leading processes are available in an easily navigable, clean presentation.

“Our website’s modern design reflects the emphasis AstroTurf places on sports surfacing technology and our future as the industry leader,” explained Heard Smith, COO of AstroTurf.

After the sale to the SportGroup closes, more features will continue to be added to the site in stages to ensure optimal functionality and to represent AstroTurf’s expanding product offerings, innovations, and industry dominance under the SportGroup’s new ownership.

###

### About AstroTurf®

For athletes and sport enthusiasts, AstroTurf® has redefined the way the game is played. The brand offers advanced, state-of-the-art, multi-sport and specialized synthetic turf systems with proprietary engineered technologies. A growing number of high schools, colleges, professional sports teams and municipalities continue to select AstroTurf-branded products for their premium quality, technical superiority, and safety. To learn more, visit AstroTurf’s recently redesigned website at [www.astroturf.com](http://www.astroturf.com).

