



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Initial Announcement

Sporturf™ becomes official turf supplier for College Football Hall of Fame and Chick-fil-A Fan Experience

Dalton, Georgia. August, 7th – Kevin Barker, Vice President of Sales and Marketing, is pleased to announce that Sporturf™, the leading manufacturer of synthetic turf, is now the exclusive provider for synthetic turf surfaces for the new College Football Hall of Fame and Chick-fil-A Fan Experience opening August 23rd in downtown Atlanta.

“Being part of such a fantastic attraction is something we take a lot of pride in. We have worked very hard making sure the best products in the industry have found their way to the College Football Hall of Fame,” explains Barker. “The level of excellence and dedication to the game the College Football Hall of Fame represents is what kept us determined to be part of its future.”

Tickets are now on sale for the grand opening of The College Football Hall of Fame and Chick-fil-A Fan Experience at cfbhall.com. To celebrate the grand opening, the Hall will host a tailgate party fit for a fall football Saturday, including Hall of Famers, university drum lines and mascots, kids activities and giveaways.

The state of the art College Football Hall of Fame facility will feature historic and contemporary artifacts, interactive multimedia displays, children’s activities, a theater featuring an originally produced 4K ultra-high-definition film on the history and excitement of college football, meeting facilities, and special event spaces. The Hall will also include a 45-yard replica football field where the Sporturf™ product will be featured.

“We are proud to partner with a Georgia company and a leader in the industry,” commented Brad Olecki, Vice President of Business Development and Sales. “Not only did we want our turf to be authentic so guests would get the true look and feel of a college football field, we had to choose a product that would stand up to thousands of our guests using it on a daily basis. Through unique partnerships like this and support from our other key sponsors we were able to build a one-of-a-kind experience for all fans to enjoy.”

Sporturf™ is leading the way in the synthetic turf industry with Game Ready, an entire new product line up that allows owners, coaches and players to focus on the training, speed of the game and safety, all the things that matter. Game Ready is a no-nonsense product that was developed with all the performance characteristics players, coaches and owners demand. Game Ready is designed to provide facilities a premium and hassle free solution. The product installs in days and has no infill requirements making the product sand and rubber free.

Controlled Products is the parent company of Sporturf™ (www.sporturf.com) which supplies large athletic facility customers and sells and installs athletic fields through preferred partners; Synthetic Turf International™ (www.synthetic-turf.com), whose network of distributors installs synthetic turf for golf, landscape, playground, pet turf and indoor sporting facilities; GrassTex™ (www.grass-tex.com), which distributes products through retailers, carpet stores and rock yards; Grass Turf Mills

(www.grassturfmills.com), manufacturer of private label brands for dealers and resellers and Aqua-Fab, designer of custom logos and images for synthetic turf projects.

About Controlled Products

Headquartered in Dalton, Georgia, Controlled Products (www.cpturf.com) produces the highest quality synthetic turf in the industry for every possible application. Sustainability, innovation, research, the ability to customize deliverables and the use of advanced, state-of-the art technology are key priorities for the organization. Established in 1989, Controlled Products is an ISO 9001, ISO 14001 and OHSAS 18001 company. As a founding member of the Synthetic Turf Council (STC), and a STC Certified Manufacturer/Supplier, their expertise is unmatched in the industry. Their synthetic turf products are currently in use in thousands of athletic fields, playgrounds, landscape projects, golf courses and indoor sport facilities throughout the world. To learn more, visit www.cpturf.com, call (800) 562-4492 or contact the company at Controlled Products, LLC, 200 Howell Drive, Dalton, Georgia 30721.

About Atlanta Hall Management & The College Football Hall of Fame

Scheduled to open on August 23, 2014, the new College Football Hall of Fame and Chick-fil-A Fan Experience will be a 94,256-square-foot attraction located in the heart of Atlanta's sports, entertainment and tourism district. Adjacent to the Georgia World Congress Center and Centennial Olympic Park, the new Hall will provide visitors with a highly immersive, interactive and engaging experience using a blend of historic college football artifacts and state-of-the-art, interactive multimedia exhibits. The National Football Foundation (NFF) launched the Hall in 1951 to stand as one of the nation's premier sports shrines, immortalizing the game's greatest players and coaches as positive role models for future generations. In 2009, Atlanta Hall Management, Inc., partnered with the NFF to construct and operate the new Hall of Fame attraction, which will also provide a platform for community outreach, education and character development initiatives, as well as serve as one of Atlanta's premier special event spaces. For more information, please visit www.cfbhall.com.

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