



Sportexe Adds Nation's Top Football-Coaching Insider as Spokesperson

Round Rock, TX, March 28, 2007 --(PR.com)-- Sportexe, one of the global leaders in the synthetic turf industry, announces the addition of Aaron S. Lee to its marketing and public relations department located at its U.S. headquarters in Round Rock, Texas. Lee, an 11-year sports writing veteran and football-coaching insider officially joined Sportexe in November 2006.

This is not Lee's first experience with Sportexe as he represented American Football Monthly and hosted the Sportexe Sideline Party at the House of Blues at the American Football Coaches Association in Orlando in Jan. 2004. The attendees of the one-of-a-kind event were a who's who within the football-coaching industry.

"We're very excited to have Aaron working with us again," said Sportexe President and CEO Mark Nicholls. "He's obviously a skilled writer, but it's his knowledge of the sports industry that we were really interested in. Through Aaron's unique insights, we are striving to address the concerns of our clients, and bring our message to a larger group of people."

Lee, a former managing editor for AFM, the nation's top football-coaching publication, has served as a sports writer and editor over the past decade with publications like the Palm Beach Post, Marshall News Messenger (Texas) and Torrington Telegram (Wyoming) and a contributor for the Times Picayune, Shreveport Times, Austin American-Statesman, Dave Campbell's Texas Football, ESPN and the now-defunct Football Digest.

"Aaron did an outstanding job for AFM," said LSU assistant coach Doug Mallory, son of legendary Indiana head coach Bill Mallory and brother to Mike and Curt, assistant coaches at Kansas and Illinois respectively. "My family and I have worked closely with Aaron on different occasions and feel he's one of the top journalists in the sports profession."

"Aaron's professionalism in his craft makes him a pleasure to work with," added Calvary Baptist (Shreveport, La.) head football coach John Booty, father of Southern Cal quarterback John David Booty.

Already Lee has made an impact with the launch of the Sportexe Football Coach of the Year awards, which has been adopted by arenafootball2 as its official league coaching award. The Sportexe awards recognize the top head football coaches from high school, collegiate and professional ranks for both outdoor and indoor leagues throughout the U.S., Canada and Europe.

"I am extremely proud of being named the Sportexe NCAA Division I-A Coach of the Year," said University of Houston head coach Art Briles upon receiving the award following the 2006 season. "Aaron is one of the reasons this award is so special because I know his dedication and involvement in our industry, and I know that he keeps a close tab on who's doing what in our profession."

Sportexe turf systems can be found underfoot of the NFL's Baltimore Ravens, New Orleans Saints, San Francisco 49ers and Buffalo Bills, along with the NCAA's University of California-Berkeley, UC-Davis,



University of Southern Mississippi, University of Alabama, LSU and Tulane. Sportexe is also featured on many of the top high school programs in the nation, including perennial power De La Salle in Concord, Calif.

“We are happy to have Sportexe turf on our indoor practice facility at LSU,” said Mallory. “And I know Aaron believes in the football industry and in the Sportexe product so it is a good fit.”

Lee, a native of Shreveport, La., is a member of the Texas Sports Writers Association, Louisiana Sports Writers Association and Football Writers Association of America. He has been a member of the Florida Sports Writers Association, Pro Football Writers Association, Arena Football League Writers Association, Associated Press Sports Editors, Sugar Bowl Quarterback Club, Independence Bowl Foundation and Liberty Bowl Association.

“I am extremely fortunate for the opportunity Sportexe has given me and my family,” said Lee. “I feel this is just another example of the Sportexe commitment to this industry and to provide personnel to strengthen already solid relationships. I am proud of the work Sportexe does within the turf industry and I am proud to have my name associated with both their company and their product.”

About Sportexe

With offices in Ontario, Texas, and Georgia, Sportexe is dedicated to delivering top notch synthetic turf solutions to each and every client. As an acknowledged leader in the industry, the U.S Company prides itself on delivering products that feature the latest in innovation and superior engineering with an emphasis on research and development. Currently Sportexe is the exclusive or official turf system supplier for The Arena Football League, (AFL/af2), National Lacrosse League (NLL), Major Indoor Soccer League (MISL), U.S. Indoor Soccer Association, and the National Field Hockey Coaches Association (NFHCA). Additionally, Sportexe partners with the National Interscholastic Athletic Administrators Association (NIAAA). Sportexe has also made tremendous progress in the international scene by securing relationships with both the International Hockey Fédération (FIH), and the Federation International de Football Association (FIFA).

For additional information, please visit www.sportexe.com.

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