



Sportexe Forms Strategic Alliance with Vibra-Whirl

Round Rock, TX, July 20, 2007 --(PR.com)-- Only days after being promoted to full-time Chief Sales Officer with Sportexe, Marc Belloumini, who had been serving as the company's National Sales Director since 2005, has already made an immediate impact for the synthetic turf industry leader by forming a strategic alliance with Texas-based Vibra-Whirl to serve as a general contractor for Sportexe projects in The Lone Star State.

“We are very excited about our new relationship with Vibra-Whirl which is exclusive in the State of Texas,” said Belloumini. “They are obviously an experienced company with a solid track record which should fit in nicely with Sportexe. We look forward to many successful installations.”

In 1966, Vibra-Whirl, located in Panhandle, Texas, entered into the sports surfacing side of athletics designing, installing and surfacing running tracks, and has a robust 30 years experience within the industry.

“This is a perfect fit,” said Mike Allen, Vice President of Sales for Vibra-Whirl. “We will be able to offer a sound product with a sound installation and at a sound price. Sportexe provides a big name and Vibra-Whirl provides big experience.”

“This is huge,” added former college football coach and current Sportexe sales representative Ken Dabbs. “It gives us an opportunity to provide one-stop shopping for our clients and really opens the door for us here in Texas.”

Sportexe has enjoyed recent success in Texas with heralded installations at the University of North Texas and Stephen. F. Austin, along with multiple-field installs at Pflugerville ISD, Brazosport ISD and Dallas ISD.

Sportexe can also be found underfoot of many of the nation's top athletes, including those associated with the NFL's Baltimore Ravens, New Orleans Saints, S.F. 49ers and Buffalo Bills, along with the NCAA's Cal-Berkeley, LSU, Alabama, Pitt and Southern Miss. Sportexe is also the official turf provider for the Arena Football League, arenafootball2, Major Indoor Soccer League and the National Lacrosse League.

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 and an inside look at our cutting-edge products, please visit www.sportexe.com

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