



Field Hockey Veteran Added to Sportexe Sales Team

Keli Smith Joins Sportexe; Field Hockey Veteran Added to Sportexe Sales Team.

Sportexe®, a global leader in the synthetic turf industry, has announced that U.S. field hockey star Keli Smith will serve on staff as its field hockey consultant. Smith, a 2001 graduate of the University of Maryland, was a three time All-American field hockey player and a vital member of the Terrapins 1999 national championship squad.

Round Rock, TX, August 21, 2007 --(PR.com)-- Sportexe®, a global leader in the synthetic turf industry, has announced that U.S. field hockey star Keli Smith will serve on staff as its field hockey consultant. Smith, a 2001 graduate of the University of Maryland, was a three time All-American field hockey player and a vital member of the Terrapins 1999 national championship squad.

Upon her departure from the collegiate ranks, Smith immediately became an integral part of the USA women's field hockey team. In 2004, she served as assistant coach at Georgetown University and volunteer coach at American University in 2005. Recently, Keli was a starter for the USA team in the World Cup held in Madrid, Spain and Pan American Games in Rio de Janeiro.

“We are very pleased with the addition of Keli Smith to the Sportexe family,” said Jay Crider, Director of Eastern U.S. Sales for Sportexe. “Keli is the only individual in the industry with 'real' experience playing world-class field hockey on synthetic turf. Keli's involvement shows the quality of the Sportexe product and its commitment to the sport of field hockey.”

Sportexe has been highly involved in the international field hockey market, and offers multiple state-of-the-art turf systems specifically designed for field hockey. These systems can be found at many of the nation's top NCAA Division I programs, such as the University of Vermont, University of Iowa, Indiana University, Keene State and Providence College. Sportexe is also the featured surface at the Bermuda National Sports Center, home to the 2007 men's Pan Am qualifier and future home to the 2009 women's Pan Am Cup. Sportexe can also be found at California's Moorpark College, which is host of the California Cup tournament.

Sportexe has partnerships with distinguished field hockey establishments like the International Field Hockey Federation (FIH) and National Field Hockey Coaches Association (NFHCA).

“I have been all around the world and played on a variety of synthetic turfs,” said Smith. “Yet, Sportexe is - without question - the best product on the market. I am impressed with the Sportexe commitment of insuring quality from start to finish, and I am excited to help continue the Sportexe charge in field hockey.”

Sportexe incorporates the finest technology in its industry-leading, high-performance synthetic turf systems. Sportexe turf is a superior surface designed to maximize performance and safety.

Sportexe can also be found underfoot of the NFL's Baltimore Ravens, San Francisco 49ers, Buffalo Bills



and Pittsburgh Steelers, along with the NCAA's Cal-Berkeley, Indiana, Alabama, Southern Miss and Pitt. Sportexe is the official turf provider for the Arena Football League, arenafootball2, Major Indoor Soccer League and National Lacrosse League.

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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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