



FOR IMMEDIATE RELEASE

Contacts: Lisa O'Neill, TateAustinHahn
(512) 344-2015
loneill@tateaustinhahn.com

Annika Lundmark, Hellas Construction
(512) 250-2910
annika@hellasconstruction.com

**NEW DALLAS COWBOYS STADIUM SELECTS SOFTTOP™
SYNTHETIC TURF SYSTEM FROM HELLAS CONSTRUCTION**

**Cowboys Will Be First NFL Team to Use Removable Roll-up Turf
With Three Field Capabilities**

AUSTIN, Texas (Dec. 3, 2008) — Austin-based sports surfacing contractor, Hellas Construction, announced that it has been selected to provide its new SoftTop™ removable “roll-up” turf system to the new Dallas Cowboys stadium. The billion-dollar stadium complex will feature the most technologically advanced synthetic turf, called Matrix™, in conjunction with Hellas’ exclusive roll-up system allowing for the conversion of three separate fields. Upon its opening in 2009, the Cowboys stadium will be the first sporting complex in the country with a multiple-field capability, due to its state-of-the-art roll-up design.

“The Dallas Cowboys are held to the highest standards in pro sports, so the new stadium must bring together the best in class from all suppliers, from LED screens to seating,” said Jack Hill of Blue Star Development and the new stadium’s general manager. “Hellas offers the finest turf product on the market and the conversion capability is a must for this complex. We use their RealGrass™ turf system at Texas Stadium, as well as at the team’s Valley Ranch training facility, so we’re sold on Sportfield/Hellas products, the engineering, durability and their first-rate after-market service.”

“You can’t get much higher praise for your product and service than being selected by the Dallas Cowboys,” said Hellas CEO, Reed J. Seaton. “We’ve seen tremendous success in fields throughout the southwest including the Alamodome, Northern Arizona University’s J. Lawrence Walkup Skydome and other stadium installations. Adding the new Cowboys stadium to the roster is an honor and a testament to our turf’s superior quality as well as our full installation and servicing capabilities,” Seaton stated.

The Dallas Cowboys new stadium will feature a convertible field and the first in the nation to interchange three full fields in one stadium – pro football, college/high school football and soccer. The Alamodome in San Antonio was the first in the country to feature the SoftTop roll-up system and currently uses Hellas to facilitate the frequent interchange between football and general arena needs, from basketball to major conventions. James Mery, director of convention and sports facilities for the City of San Antonio noted, “We’re a multi-purpose facility, so Hellas’ portable infill system was designed to meet our specific needs. Thanks to their expertise in field conversions and its durable design, the Alamodome can smoothly move between stadium and arena configurations.”

Hellas’ patented Matrix turf is comprised of a monofilament yarn in two different sizes and colors. This configuration creates the best traction and system stability possible, and under stadium lights, the color combination provides exceptional light deflection. Sportfield’s Matrix system utilizes a specially produced monofilament yarn from.

Edward Schaper, facilities manager at the University of Idaho, which installed the roll-up turf in 2006, says that athletes and trainers give the field high marks. “RealGrass is an excellent product. We’ve got 28 components that roll out and it’s amazing how they hold up so well,” said Schaper. “We’re going on our third year with the turf and will definitely be renewing our contract with Hellas.”

Hellas is scheduled to install the new turf at the Dallas Cowboys stadium in Q2 of 2009. The company provides all of the design, engineering, tools, equipment and training necessary for this removable roll-up turf system. The stadium is scheduled for completion in June of 2009 and will host Super Bowl XLV in 2011. For a preview of the new field, specifications on the SoftTop system and the conversion capabilities, visit www.dallascowboysturf.com.

About Hellas Construction, Inc.

Headquartered in Austin, Texas, Hellas Construction is one of the largest sports and surfacing contractors in the United States. The company specializes in the general construction of sports facilities and synthetic turf installation. Current clients include the Alamodome in San Antonio, Northern Arizona University, University of Idaho, Texas Stadium and numerous stadiums across the Southwest. For more information visit www.hellasconstruction.com.

About Sportfield, LLC

Austin, Texas-based Sportfield is a product development company of synthetic turf. The company provides customized field products to the growing synthetic turf market throughout the United States. Sportfield is recognized for developing and producing turf products that feature the highest grade of playability, environmental considerations, durability and aesthetics. All of its customized products are installed and converted by Hellas Construction, also of Austin, Texas. For more information, visit www.sportfield.com.