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For Immediate Release

## **IDAHO STATE'S NEW ROLL UP SYNTHETIC SYSTEMS IS IN PLACE**

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### **ROLL-UP TURF POPULAR TREND IN STADIUM AND ARENA MANAGEMENT**

**Austin, TX August 18, 2011** - Hellas Construction Inc. installed its 6th SoftTop™ Roll-Up System this summer at Idaho State University. It has been a key development for synthetic turf and stadium and arena management. The ability to quickly remove and install the turf allows any venue to have a multitude of events and at the same time protect its turf. It allows for any venue to increase programming and return on investment.

"It was very important to our operation to have multi-purpose flexibility and at the same time upgrade our playing surface that would be better for our athletes," said Idaho States Director of Events, George Casper, "that is why the University made the decision to go with the Hellas portable turf system."

Idaho State University Holt Arena is the nation's first domed stadium on a college campus and the second indoor football stadium in the world, the first being the Astrodome. "Our field looks great, is of high quality, it's safe and our athletes love it. Working with Hellas Construction has been a great experience and the professionalism and commitment to complete our project in a timely manner is unprecedented," said Casper.

Prior venues with this system are: Dallas Cowboys Stadium with 3 separate field configurations (NFL, NCAA, FIFA Soccer), Alamo Dome in San Antonio, Northern Arizona University, University of Idaho - Kibbie Dome, and now Idaho State University.

SoftTop is a patented synthetic turf system that includes a plurality of filled artificial turf panels that can be disconnected, rolled up and stored, and then later unrolled and reconnected. The secured and dense turf panels with hook and loop fasteners along the edges facilitate a durable, simple and cost-effective solution. With SoftTop™, a facility can accommodate a wide variety of sporting and non-sporting events, with no adverse effects on the playability of the turf.



**Hellas Construction, Inc.** (Hellas) Headquartered in Austin, Texas. Hellas is one of the largest sports contractors in the United States. The company specializes in the general construction of sports facilities and synthetic surfaces. Its business model includes turf manufacturing, base construction, field, track & tennis installation and maintenance. Hellas controls all business processes to take its products straight to the end-user including marketing, sales, quality control and project management. For more information visit <http://www.hellasconstruction.com>

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