



NEWS RELEASE

DATE: November 29, 2010

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Synthetic Turf Council Launches Online Buyers' Guide and Member Directory

First Guide to focus exclusively on synthetic turf connects buyers and suppliers

(Atlanta, Ga.) – With the launch of its fully interactive Online Buyers' Guide and Member Directory, the Synthetic Turf Council (STC) has made it easy for buyers interested in synthetic turf products and services to quickly connect with leading suppliers. This is the first Buyers' Guide to focus exclusively on the synthetic turf industry.

“Our association serves as the comprehensive source for information about synthetic turf and the companies in the synthetic turf industry,” noted Rick Doyle, President of the Synthetic Turf Council. “The Online Buyers' Guide utilizes the latest technology to allow people to find our member companies and the synthetic turf products and services they need.”

Going beyond traditionally static directory listings, the Online Buyers' Guide promotes stronger interactivity with STC members. Companies can highlight their capabilities and reach the people who most want and need their products and services. Field owners, specifiers, athletic directors, municipalities, parks, businesses and others interested in synthetic turf can use the RFP Automator to enter specific information requests and receive private, personalized responses delivered to their inbox.

STC's Online Buyers' Guide is an exclusive benefit for its member companies. It has been designed by Naylor, LLC., a leading provider of online media solutions for associations. Visit www.syntheticurfCouncil.org to access the Buyers' Guide and learn more.

About the Synthetic Turf Council

Based in Atlanta, the Synthetic Turf Council was founded in 2003 to promote the industry and to assist buyers and end users with the selection, use and maintenance of synthetic turf systems in sports field, golf, municipal parks, airports, landscape and residential applications. The organization is also a resource for current, credible, and independent research on the safety and environmental impact of synthetic turf. Membership includes builders, landscape architects, testing labs, maintenance providers, manufacturers, suppliers, installation contractors, infill material suppliers and other specialty service companies. For more information, visit www.syntheticurfCouncil.org.

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