

**FOR IMMEDIATE RELEASE**

**Seed Research of Oregon Supplies Turfgrass Seed to 2010 FIFA World Cup South Africa™ Venues**  
*FIFA General Secretary Calls Cape Town's Ryegrass Pitch the Benchmark for All World Cup Stadiums*

[Thursday, April 29, 2010]

**Corvallis, Oregon** – Seed Research of Oregon is the proud supplier of turfgrass seed to the 2010 FIFA World Cup South Africa™ stadiums, which recently received a glowing review from FIFA General Secretary, Jérôme Valcke.

On a recent “state of readiness” tour of South Africa’s 2010 FIFA World Cup official venues, Valcke told journalists that Cape Town’s 68,000-seat stadium was “perfect.” Said Valcke, “It’s just an amazing stadium, and all the teams who play in Cape Town, they will play in the perfect place.” He added that Cape Town’s ryegrass pitch should be treated as the benchmark for all World Cup stadiums.



**Seed Research of Oregon Provides the Perfect Mix**

As suppliers of the vast majority of the turfgrass blend used in the seeding and overseeding of the official event stadiums and practice pitches, Seed Research of Oregon had an important role to play in the quality and readiness of the 2010 FIFA World Cup pitches.

The 2010 FIFA World Cup turfgrass seed project is just one success story to come from a productive, 25-year relationship with Seed Research of Oregon’s South African distributor, Agricol. Explained Loubser Wille, Agricol’s Turf Products Manager, “The 2010 FIFA World Cup project began four years ago for Agricol, and it is immensely satisfying to see the progress and the good feedback from FIFA’s turf reports on the various playing surfaces. The support and work being done by Seed Research of Oregon to supply us with these superior products was invaluable.”

**The World Will be Watching**

The 2010 FIFA World Cup South Africa kicks off June 11, 2010, and runs until July 11, 2010. An estimated 450,000 international fans are expected to descend on South Africa along with 20,000 journalists and 300 broadcasters. The cumulative audience of the 64 matches of the 2010 FIFA World Cup is expected to be in excess of 26 billion.

**About Seed Research of Oregon**

Seed Research of Oregon is a leader in the development, production and distribution of turfgrass and forage crop seeds. Since its beginning in 1983, Seed Research of Oregon has built a trusted and proven reputation for quality, agronomic advice and a commitment to research and applied expertise.

Seed Research of Oregon is a division of The PICKSEED Companies Group and operates under the Seed Research of Oregon and TurfOne brand names.

For more information, please call 1-800-253-5766 or visit our website at [www.sroseed.com](http://www.sroseed.com)