

**CONNOR SPORT COURT™**  
**Press Release**



Amasa, Michigan, March 16, 2011— This is the time of year when the tiny town of Amasa, Michigan, population 250, is spotlighted as the place where the Men’s and Women’s Final Four courts are manufactured by Connor Sports Flooring. Connor, founded in 1872, is the leading manufacturer of hardwood maple courts in the United States.

In addition to the NCAA Final Four courts, Connor’s Amasa plant manufactures about 750 playing courts every year for schools, community centers, colleges and even NBA® teams.

“We are very proud of the portable courts we build for the NCAA and NBA teams,” said Conrad Stromberg, Amasa Plant Manager for Connor, citing as an example the unique parquet hardwood portable floor the company built recently for the Boston Celtics.

“Portable floors—such as those used in the Final Four—enable venues to quickly assemble and disassemble the playing surface. This means you can have basketball one night, hockey the next,” says Stromberg.

The NCAA Final Four courts for both men and women are manufactured from Northern hard maple which Connor purchased as rough lumber from Timber Products Company, located about 140 miles north of Amasa near Munising, Michigan. “The lumber used for the NCAA Final Four floors is graded to the strict standards of the Maple Flooring Manufacturers Association” said David G Smith. “The NCAA courts are built only with first grade maple.”

One of the most critical elements is the subflooring, a patented Connor design which provides just the ideal amount of resiliency and shock absorption to assure outstanding performance and player safety.

Preceding the Final Four tournaments, the floor is assembled and inspected at the Amasa plant. The floor is then sent to one of the company’s finishing facilities, in this case United Services in Idaho Falls, ID for the men’s Final Four Court and Praters Flooring in Chattanooga, TN for the women’s.

Complete construction of the Final Four surfaces take approximately 5 weeks. To see a time lapse of the finishing process go to

<http://www.youtube.com/watch?v=NLD6fkrEs7A>

“Our Amasa group does an amazing job. We’re very proud them,” says Ron Cerny, President and CEO of Connor Sport Court. Connor Sport Court International is headquartered in Salt Lake City, Utah and its hardwood surface sales offices outside of Chicago are headed by CSCI Vice President and General Manager Jon Isaacs.

The men's floor will travel to its destination in Houston on a special Connor Final Four truck, stopping for community events to celebrate the 2011 NCAA Men's Final Four and college basketball. The tentative schedule includes:

Friday, March 18—"Final Four Sports Fair", Connor Sport Court International Headquarters, 939 S. 700 West, Salt Lake City, noon to 6 p.m. Public invited.

**BELOW SUBJECT TO CHANGE**

Monday, March 21—Oklahoma State at Stillwater

Tuesday, March 22—Southern Methodist University, Dallas

Wednesday, March 23—University of Texas at Austin

Thursday, March 24—National Aeronautic and Space Administration's Lyndon B. Johnson Space Center Visitor Center, Houston.

Thursday, March 24—In Houston for stops.

Friday, March 25—Installation in Reliant Stadium, Houston

The 2011 Men's Final Four will be played April 2 and 4 at Reliant Stadium in Houston. The 2011 Women's Final Four will be April 3 and 5 at the Conseco Field House in Indianapolis.

**About Connor Sport Court International**

More athletic events are played on Connor Sport Court surfaces than on any other sports flooring in the world. Founded in 1872, Connor Sports Flooring has established itself as the standard for professional and collegiate sports. Connor is a member of the Maple Flooring Manufacturer's Association. Connor also offers wood certified by the Forest Stewardship Council, which identifies products from responsibly-managed forests. Hardwood used in the courts is from a renewable resource, with the U.S. growing six times more hardwood than is harvested each year. Sport Court® is a registered trade mark of Connor Sport Court International. Since 1974, it has identified the original and authentic modular sport surface, continuously improved and patented to provide the highest levels of quality and performance. Connor Sport Court is proud to be the only sports surfacing company in the world that is independently audited and verified as "Zero Waste" and fully ISO 9001:2008 and ISO 14001:2004 certified.

**For more Connor Sport Court information contact:**

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**For more information on the itinerary for the 2010 Connor Final Four Playing Floors**

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