



**FOR IMMEDIATE RELEASE**

**GRAND PRIX OF DENVER HOSTS RECORD NUMBER OF ATTENDEES**

*2006 Event Dates Announced*

**August 16, 2005 -- DENVER** – The 2005 CENTRIX Financial Grand Prix of Denver presented by PacifiCare today announced that attendance for this year's Grand Prix of Denver event totaled 148,511 surpassing 2004 attendee total of 112,000.

"We want to thank the City of Denver and the community for their support in making 2005's event a tremendous success," said Robert E. Sutton, president and CEO of CENTRIX Financial. "The fans, teams, drivers, vendors and partners have expressed incredible satisfaction with what we achieved. We promised to deliver the fastest three days in Denver, world-class racing and unique activities, and this is exactly what we have done."

Race winner Sebastien Bourdais echoed that sentiment in his post race interview, saying "I think it went great. Obviously the grandstands were full today. So I think CENTRIX Financial did an awesome job to promote this event. It is one of the best Champ Car venues right now."

On top of record attendees, the Grand Prix of Denver attracted 51 partners, sold out 49 hospitality suites, sold out ten of eleven grandstands and offered 80 expo booths for race fans.

"We have definitely made strides this year to becoming Denver's best outdoor summer event," said Jim Freudenberg, general manager of the Grand Prix. "Based on our Friday attendance we were estimating a 40 percent increase over 2004, but Saturday's weather impacted our overall event attendance and we were closer to a 30 percent increase. This event has grown exponentially since 2002 and planning is already underway for the 2006 CENTRIX Financial Grand Prix of Denver, which has been scheduled for August 11, 12 and 13."

**About the CENTRIX Financial Grand Prix of Denver**

CENTRIX Financial has served as the Grand Prix of Denver title sponsor since 2003, and acquired the event in 2004, with the vision of making it one of Denver's premier summer events, a foundation for the city's economic growth and an opportunity for some of Denver's most caring companies to give back to the community.

Proceeds from the Grand Prix of Denver are directed back to the community through the CENTRIX Financial Grand Prix of Denver Foundation. For more information on The Foundation, or on the Grand Prix of Denver visit [www.gpdenver.com](http://www.gpdenver.com). More information on CENTRIX Financial is available at [www.centrixfinancial.com](http://www.centrixfinancial.com).

**Media Contacts**

Jana Watt

CENTRIX Financial Grand Prix of Denver presented by PacifiCare  
(720) 873-5035 or [jwatt@gpdenver.com](mailto:jwatt@gpdenver.com)

Karen Cryderman

GroundFloor Media

(720) 838-4036 or [kcryderman@groundfloormedia.com](mailto:kcryderman@groundfloormedia.com)

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