



FOR IMMEDIATE RELEASE

DENVER COMPANIES COMMIT TO THE 2005 CENTRIX FINANCIAL GRAND PRIX OF DENVER PRESENTED BY PACIFICARE

DENVER---March 15, 2005— The CENTRIX Financial Grand Prix of Denver presented by PacifiCare has been establishing itself as the Urban Festival in downtown Denver over the course of its existence. Over the past three years, area companies have taken note and realized the impact they can have to consumers by being involved in the fastest three days in Denver.

Sponsorship involvement has grown from less than 10 companies in 2002 to more than 30 partners involved for the 2005 Grand Prix of Denver. Partners recognize the financial and community benefits the CFGPDPC has consistently brought to Denver and its surrounding areas. A successful sign that the Grand Prix of Denver is here to stay and that Denver is truly becoming a motorsports town.

“The CENTRIX Financial Grand Prix of Denver presented by PacifiCare has become the most significant cultural, entertainment and sporting event for Denver during the summer months,” said Jim Freudenberg, general manager of the Grand Prix Of Denver. “Our partners are able to leverage their involvement in the Grand Prix in a myriad of ways that make business sense for their companies and the consumers they are trying to reach.”

In addition to CENTRIX Financial and PacifiCare, the following companies have signed agreements with the Grand Prix of Denver:

Official Hotels ---Hyatt DTC, Loews Denver

Official Restaurants--Braun's Bar and Grill, Brooklyn's, Tamayo and Zenga

Official Suppliers—Burt Ford, Design Shop, Lucky Strike, St. Anthony's

Official Web Development Company ---Creation Chamber

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Official Spirits---Brown-Forman, Jack Daniel's

Official Soft Drink, Bottled Water and Juice---Pepsi, Aquafina, Tropicana, Lipton and SoBe

Official Wireless Provider ---Cingular Wireless

Official Express Delivery Company--- DHL

Official Rental Car Company—Enterprise Car Rental

Official Printing and Office Supplies—Corporate Express

Official Telecommunications Provider---XO Communications

Reserved seating prices begin at \$44, while general paddock passes can be purchased for as little as \$20. Tickets can be purchased at www.gpdenver.com, any Ticketmaster location, www.ticketmaster.com or by calling 303-830-TIXS. Please see track diagram for additional seating information.

About CENTRIX Financial--Denver-based CENTRIX Financial is a financial services firm that offers innovative auto finance lending products through its nationwide network of auto dealers and financial institutions. CENTRIX has underwritten nearly 200,000 auto loans totaling more than \$3 billion since 1998.

Since 2003, CENTRIX Financial has served as title sponsor for the CENTRIX Financial Grand Prix of Denver, and in 2004 the company acquired the race becoming responsible for promoting and managing the annual event. Additionally, CENTRIX's motorsports involvement includes its designation as the Official Auto Finance Company of NASCAR, sponsor of car No. 36 in the NASCAR Nextel Cup series, sponsor of the Baja 1000 and the Race of Champions. For more information, visit www.centrixfinancial.com.

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