



FOR IMMEDIATE RELEASE

TICKETS NOW ON SALE FOR CENTRIX FINANCIAL GRAND PRIX OF DENVER PRESENTED BY PACIFICARE

Purchase Early and Win a Trip to the Toyota Grand Prix of Long Beach or the Brickyard 400

Denver - March 15, 2005 – On August 12 through the 14 the world is coming to Denver. The international stars and cars of the Champ Car World Series are participating in the 4th Annual **CENTRIX Financial Grand Prix of Denver** presented by PacifiCare. Starting today, tickets can be purchased on the new Grand Prix of Denver Web site, www.gpdenver.com, and prizes will be awarded to early ticket holders.

The Grand Prix of Denver features an urban festival, unlike any other Colorado summer event. Race weekend will offer three days of non-stop racing, the Rocky Mountain Concour D'Elegance, Street Party, the Johnsonville family picnic area, Action Sport competition and demonstrations, and other outdoor events being held at the Pepsi Center grounds. The Grand Prix offers something for every interest and taste.

Fans who purchase reserved seating tickets early will be entered to win multiple prizes including an all expense-paid trip for two to the 2005 Brickyard 400 or the Toyota Grand Prix of Long Beach as a guest of CENTRIX Financial. Prize drawings will be held on March 31, April 30, on May 31 and the final drawing on June 30. Fans can learn more details about these prizes and purchase by dates by visiting www.gpdenver.com.

“The Grand Prix of Denver is the fastest three days in Denver, and it is the only local summer event that combines open wheel racing with summer concerts and events,” Jim Freudenberg, general manager for the Grand Prix of Denver. “Over the past four years, our fan base has expanded to include not only motorsports enthusiasts, but also families, singles and out-of-state vacationers who are looking for a weekend of fun and outdoor activities.”

Tickets and prizes are now featured on the Grand Prix of Denver's new Web site, which also publicly launched today. The site, created by Denver-based and Grand Prix of Denver sponsor Creation Chamber, has been designed to be fan-friendly and provide new and interesting content on a frequent basis. Fans can choose their grandstand seat location and then purchase their tickets from the site.

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 on Web site 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.

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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.

Media Contacts

Jana Watt
CENTRIX GP of Denver
Presented by PacifiCare
(720) 873-5035 Office
jwatt@gpdenver.com

Karen Cryderman
GroundFloor Media
(720) 838-4036 Office
kcryderman@groundfloormedia.com

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