



FOR IMMEDIATE RELEASE

**PacifiCare Joins the 2005 CENTRIX Financial Grand Prix of Denver
as Presenting Sponsor**

Company Increases Sponsorship Involvement in Street Race, signs on as Official Health Care Provider

DENVER – March 8, 2005 - CENTRIX Financial Grand Prix of Denver announced today that PacifiCare Health Systems has signed on as the Presenting Sponsor for the 2005 1.65 mile street race that will take place August 12 -14, 2005 at the Pepsi Center.

“PacifiCare is pleased to be playing a major role in supporting the CENTRIX Financial Grand Prix of Denver this year,” said Brian Crary, president of PacifiCare of Colorado. “This race, now in its fourth season, has become a major sporting event in the Greater Denver area. We think it’s an excellent venue to communicate our company’s fast-changing direction as a consumer health organization, offering a variety of different products and services that meet consumers’ needs.”

PacifiCare’s presenting sponsorship deal includes the company’s status as the Official Health Care Provider of the race. Additionally, turn two of the circuit will be named PacifiCare Corner, the main pedestrian bridge over Auraria Parkway will be wrapped in the PacifiCare logo, and the company will host its guests in the start/finish line hospitality suites. The 2005 event marks the second year that PacifiCare has sponsored the Grand Prix of Denver.

“PacifiCare’s partnership with the CENTRIX Financial Grand Prix of Denver takes this event to the next level with their national and international presence,” said the Grand Prix’s General Manager, Jim Freudenberg. “This Urban Festival weekend is the most unique cultural, social and sporting event of the year. It not only draws support from Denver-area companies, but also from national and international corporations. With regional, national and international media coverage it is a significant opportunity for all of our partners to garner increased exposure.”

The CENTRIX Financial Grand Prix of Denver is a three-day urban festival that brings the stars and cars of the Champ Car World Series – the world-class open-wheel racing series – to the streets of downtown Denver. In addition to three days of auto racing, the festival includes concerts, Action Sports competitions and demonstrations, the Johnsonville Family Picnic Area and Lifestyle Expo areas inside the race circuit. Over the weekend, the Grand Prix will reach out into the city’s neighborhoods and nightlife and celebrate the best of Denver’s food, drink, arts and entertainment. From events at the region’s best restaurants, to parties that take over city blocks, to the culminating Champ Car race – the Grand Prix offers something for every interest and taste.

PacifiCare is one of the nation’s largest consumer health organizations, and its association with the Grand Prix of Denver is part of a long history of sports and lifestyle sponsorships throughout its more than 25 years in business. In the 1980’s, the company was among the first sponsors of the then-new Los Angeles Marathon and PacifiCare has continued their sports involvement with sponsorships of other major Champ Car World Series events.

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About PacifiCare--PacifiCare Health Systems is one of the nation's largest consumer health organizations with more than 3 million health plan members and approximately 10 million specialty plan members nationwide. PacifiCare offers individuals, employers and Medicare beneficiaries a variety of consumer-driven health care and life insurance products. Currently, more than 99 percent of PacifiCare's Commercial health plan members are enrolled in plans that have received Excellent Accreditation by the National Committee for Quality Assurance (NCQA). PacifiCare's specialty operations include behavioral health, dental and vision, and complete pharmacy benefit management through its wholly owned subsidiary, Prescription Solutions. More information on PacifiCare Health Systems is available at www.pacificare.com.

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. More information on CENTRIX Financial is available at www.centrixfinancial.com.

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