



## FOR IMMEDIATE RELEASE

### THE CENTRIX FINANCIAL GRAND PRIX OF DENVER PRESENTED BY PACIFICARE ANNOUNCES PARTNERSHIP WITH RED ROBOT, INC

**DENVER**---April 11, 2005---It was announced today that the Grand Prix of Denver has joined into a partnership with Denver based Red Robot, Inc. This partnership will enable Red Robot to work closely with the Grand Prix to ensure that a variety of unique and quality entertainment will be available to Grand Prix attendees. As part of the agreement, Red Robot will bring numerous celebrities from the film, television, sports, and music industries to the event.

The Grand Prix, which will take place August 12 –14, already features a wide variety of activities, and the addition of the partnership with Red Robot will add an entirely new dimension.

“By leveraging our many relationships in the entertainment industry, we intend to attract a diverse set of entertainers and entertainment programs to Denver, providing the Grand Prix of Denver attendees with a truly memorable experience”, said Tom Flanagan, CEO of Red Robot.

Grand Prix General Manager Jim Freudenberg is enthused about the partnership and the variety it will add to event. “Leading up to the event, we intend to make periodic announcements regarding the personalities and programs that will be featured during our many activities at the Grand Prix. It is exciting for us to partner with another quality local company.”

**About Red Robot, Inc.**---Red Robot is a diversified marketing agency specializing in non-traditional, youth oriented, and entertainment marketing initiatives. The company’s core services include strategic marketing consulting, digital marketing, and the integration of consumer brands into TV programming, live events, music, online properties, and motion pictures.

For more information, please visit: <http://www.redrobot.com>

### **About CENTRIX Financial, LLC**

CENTRIX Financial, founded in 1990, 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 200,000 loans totaling nearly \$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. 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 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. Tickets for this year's event are currently on sale and more information can be found at [www.gpdenver.com](http://www.gpdenver.com).

In addition, CENTRIX is the Official Auto Finance Company of NASCAR, sponsor of car No. 36 in the NASCAR Nextel Cup series, and a sponsor of the Baja 1000 and the Race of Champions. More information on CENTRIX Financial is available at [www.centrixfinancial.com](http://www.centrixfinancial.com).

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