



**FOR IMMEDIATE RELEASE**

**OSCAR DE LA HOYA'S GOLDEN BOY PROMOTIONS TO STAGE  
INAUGURAL BOXING MATCH AT GRAND PRIX OF DENVER**

***Coors Enhances Official Partnership with Friday Night Fights***

**DENVER—May 2, 2005—**The CENTRIX Financial Grand Prix of Denver presented by PacifiCare announced today that Golden Boy Promotions will be bringing their boxing stars to the Pepsi Center on Friday, August 12, 2005. In addition, long-time Grand Prix of Denver partner, Coors Brewing Company, has enhanced their status as the official beer of the race event to also include presenting sponsorship of the *Friday Night Fights*.

"The Grand Prix of Denver is more than just a race, a lot more," enthused the Grand Prix General Manager Jim Freudenberg. "Our event is establishing itself as *the* event of the summer in Denver. Each unique and exciting component that we add to our marquee continues to build upon the race and festival atmosphere. We are thrilled that Coors has partnered with us for the *Friday Night Fights* as well as for the Grand Prix race weekend."

The *Friday Night Fights Presented by Coors* will bring a new element to the Grand Prix of Denver. The event is brought to Denver by Golden Boy Promotions, which is owned by six-time world champion Oscar De La Hoya. The fights will feature six bouts, the final two being 10-round championship bouts, with the world's leading boxing contenders. The fights will be held at the Pepsi Center. As an added bonus, fans who purchase a ticket to the *Friday Night Fights* will also receive a free ticket to Friday's Grand Prix events, which include on-track activity by the Champ Car World Series, Toyota Atlantic, Formula BMW, Trans-Am and SCCA Speed World Challenge.

The Coors Brewing Company, part of the new Molson/Coors Company, will sponsor the Grand Prix of Denver for the fourth year. "This is our hometown, so that's usually enough to get our interest to sponsor a big event, but this one is special. The race and all the related festival style events make this a 'must do' in any town. We are proud to be associated, and we know this will move our business at the event and in the marketplace through our promotions with our

retail partners", said Steve Saunders, event marketing director, Coors Brewing Company.

The fight card for the event will be announced mid-summer, but tickets go on sale on Thursday, May 5 and can be purchased through Ticketmaster outlets, [www.ticketmaster.com](http://www.ticketmaster.com), or 1-303-830-TIXS. Ticket prices range from \$20 for lower bowl, non-reserved seating, to \$40 for reserved floor seating to \$75 for premium, ringside seating.

For more information on Golden Boy Promotions, please visit their Web site at [www.goldenboypromotions.com](http://www.goldenboypromotions.com).

*About the CENTRIX Financial Grand Prix of Denver*

The CENTRIX Financial Grand Prix of Denver presented by PacifiCare is three days of international auto racing surrounded by the city's most unique summer street festival. This annual event transforms the heart of the city into the largest gathering of car enthusiasts, sports fans and music lovers. Alongside Montreal, Mexico City and Australia's Gold Coast, Denver is one of only 14 host cities in the Champ Car World Series.

CENTRIX Financial has served as the 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. For more information on the CENTRIX Financial Grand Prix of Denver, including ticket sales, visit [www.gpdenver.com](http://www.gpdenver.com). More information on CENTRIX Financial is available at [www.centrixfinancial.com](http://www.centrixfinancial.com).

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