



FOR IMMEDIATE RELEASE

COPPERKEY TO PROVIDE MARKETING ANALYTICS FOR CENTRIX FINANCIAL GRAND PRIX OF DENVER PRESENTED BY PACIFICARE

DENVER—June 9, 2005—The CENTRIX Financial Grand Prix of Denver presented by PacifiCare announced today a partnership with CopperKey and its on-demand analytic product, BizFusion. For Grand Prix of Denver sponsors and partners, BizFusion will provide market information such as customer statistics, with profiles and segmentation, mapping, and automated predictive modeling that allow businesses to better understand the Denver market and therefore have a higher return on their sponsorship investment.

BizFusion, combined with Internet promotions and printed materials with Internet codes, will allow the Grand Prix of Denver and its partners to identify and create customized marketing lists. These highly targeted lists will consist of potential customers who closely resemble the profile of current customers and who are most likely to purchase products from the Grand Prix and its partners.

“This is a very unique marketing application for a motorsports property,” said Jim Freudenberg, general manager of the Grand Prix of Denver. “The BizFusion product is extremely applicable to the way we do our sponsorship business for the Grand Prix. We rely heavily on expanding business-to-business relationships for our partners and BizFusion is a tool we can use to better serve our partners and adapt more quickly to market trends.”

“We are thrilled with our strategic relationship with the Grand Prix of Denver,” said Mike Vrh, director of motorsports strategies for CopperKey. “BizFusion will provide the Grand Prix and its sponsors an event ROI mechanism that is revolutionary to the motorsport industry. We look forward to working closely with the Grand Prix and its partners to make their investment in the race a profitable venture that accomplishes their sponsorship objectives.”

About CopperKey

Founded in 1997, CopperKey has developed a new generation of technology that automates predictive and economic models to reveal hidden value inside data.

CopperKey's products and services are a result of our unique combination of expert knowledge in predictive modeling, artificial intelligence, and software development.

CopperKey is the first to offer affordable, on-line business intelligence services to companies of all sizes. It provides customer and market analysis, along with predictive prospect identification solutions, delivered immediately to the desktop: anytime, anywhere there's an Internet connection, whether you sell to consumers or other businesses. For more information on CopperKey, please visit our Web site at www.copperkey.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. More information on CENTRIX Financial is available at www.centrixfinancial.com.

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