



FOR IMMEDIATE RELEASE

**CYTOMAX SPONSORS CENTRIX FINANCIAL GRAND PRIX OF DENVER
TRANS-AM SERIES RACE AND SKATEPARK**

Coloradoan Kody Wright is Featured Skater

DENVER—July 1, 2005—Cytomax Sport Drink will partner with the CENTRIX Financial Grand Prix of Denver presented by PacifiCare as the title sponsor of the Trans-Am Series race and the Cytomax Skatepark during the event weekend, August 12-14, 2005.

“It is a pleasure to welcome back Cytomax Sport Drink to the Grand Prix of Denver,” said Jim Freudenberg, general manager for the Grand Prix. “This year the racing events are surrounded by awe-inspiring action sports for fans of all ages. The Cytomax Skatepark and their talented performers are sure to offer plenty of thrills all weekend long.”

Cytomax Sport Drink, a brand of ChampBev, Inc., is owned by 1978 Trans-Am Series Champion Greg Pickett. In addition to sponsoring the Cytomax Sport Drink 100 Trans-Am Series race, Pickett will also be driving in the event in the Team Cytosport #6 Cytomax/Muscle Milk Jaguar XKR. Cytomax also sponsored last year’s Trans-Am Series event at the Grand Prix of Denver.

“We’re pleased to renew our relationship with the Grand Prix of Denver and the Trans-Am Series,” said Chris Running, CEO of ChampBev, Inc., the Ready to Drink division of Cytomax. “It made good business sense for Cytomax to expand its involvement with this exciting event weekend and build on the success we enjoyed in the Denver market in 2004.”

“Cytomax has long realized the value of sports marketing and will be the official sports beverage of choice at more than 100 sporting events across the country,” continued Running. “The brand has proven itself in the performance sports category with its functional and nutritional value and we look to match that success in the mainstream consumer market. Our Denver sponsorship will help us achieve that goal”.

In addition to its Trans-Am race sponsorship, Cytomax is building a 10,000 square foot skatepark on the grounds of the Pepsi Center and bringing in their Cytomax/Team Airo members for demonstrations. The 2005 AIRO Skateboard Team features Top World- Amateur Kody Wright, a 14-year old skater from Centennial, Colorado, and other special guests. The Cytomax Skatepark will feature street, trick and flatland skateboarding and Cytomax will have promotions and product give-a-ways throughout the weekend.

About Cytomax Sport Drink

Cytomax Sport Drink is the world's most scientifically advanced complex carbohydrate, electrolyte performance sport drink. It ensures proper hydration, steady energy and reduced fatigue during exercise for both the professional and casual athlete. Previously available only in a powder format at specialized retail locations, Cytomax Ready to Drink formula was launched nationwide in May, 2005 and can now be purchased at numerous retail outlets including 7-Eleven, Albertson's, and King Soopers.

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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