



FOR IMMEDIATE RELEASE

JASON PRIESTLEY TO BE GRAND MARSHAL FOR THE GRAND PRIX OF DENVER

Actor will be Charitable Ambassador for the Fastest Three Days in Denver

DENVER—June 28, 2005— It was announced today that Jason Priestley, an actor who first made his mark in the hit FOX Television series “Beverly Hills 90210”, will be Grand Marshal of the 2005 CENTRIX Financial Grand Prix of Denver presented by PacifiCare. This is the first year the Grand Prix of Denver has featured a national celebrity as Grand Marshal.

Priestley who hails from Vancouver, Canada, has a passion for racing, the Champ Car World Series, and Denver. “I’ve always enjoyed attending Champ Car races and being a part of race weekend festivities,” said Priestley. “Denver is one of my favorite places to visit and I’m thrilled to be a part of this year’s Grand Prix. If you’ve never been to a Grand Prix, you need to come down and be engulfed by all the energy and excitement.”

As Grand Marshal for the Grand Prix of Denver, Priestley’s role will include hosting the Celebrity Bowling, Billiards and Texas Hold ‘Em charity tournament on Wednesday, August 10 at Lucky Strike Lanes. Teams of celebrities and corporate partners will compete for prizes, and 100 percent of the proceeds will be split between the Grand Prix of Denver Foundation and the winning celebrity’s charity of choice.

“It is an absolute pleasure to have Jason come to Denver in support of the Grand Prix,” said Jim Freudenberg, general manager of the Grand Prix and personal friend of Priestley’s. “Jason has agreed to lend his support to the multitude of charitable activities we have going on during the month of August and help make this year’s Grand Prix an integral part of this city’s landscape.”

Priestley will be the celebrity judge for the elite car show known as the Rocky Mountain Concours presented by Bridgestone from 12:00 p.m. – 6:00 p.m. on Thursday, August 11 on Larimer Square.

Priestley will also serve as the master of ceremonies for his close friend, Steven Page of the Barenaked Ladies, who will headline the concert on Saturday, August 13 at the Universal Lending Pavilion. Traditional Grand Marshal duties take place throughout the event weekend.

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.

---CFGPDPC---

Media Contacts:

Jana Watt

CENTRIX Financial Grand Prix of Denver

presented by PacifiCare

720-873-5035 or jwatt@gpdenver.com

Karen Cryderman

GroundFloor Media

720-838-4036 or kcryderman@groundfloormedia.com