



**NEW BRITNEY SPEARS SONGS OFFERED EXCLUSIVELY
ON LIDROCK® AT SBARRO**

Restaurant Will Distribute Exclusive Remix of Hit Song “Me Against The Music” and Sneak Peek of an Additional Song from Britneys’ New Album, IN THE ZONE on LidRock CD-ROMs on the Lids of Pepsi Fountain Drinks.

NEW YORK (November 10, 2003) – On November 14, the first of two new Britney Spears LidRock enhanced CD-ROMs will become available during the busy holiday shopping season exclusively at participating Sbarro the Italian Eatery’s 900 restaurants in malls across the country.

In an exclusive distribution deal with LidRock, the first of two Britney Spears LidRock CDs is the only place for fans to catch a sneak peek of “Brave New Girl,” from her eagerly anticipated fourth album, *In the Zone*, due in stores on Nov. 18. The second Spears LidRock, scheduled to hit participating Sbarro’s U.S. stores the week of Dec.8-15, will be the sole outlet to offer the bold collaboration of Spears, cutting edge Swedish producers Bloodshy and Avant in the remix of Spears’ hit single “Me Against The Music.” Offering each 3-song CD-ROM, Sbarro anticipates that the two Britney Spears LidRock CDs will sell out quickly.

“If the success of our initial LidRock program can serve as a barometer, we expect Britney Spears LidRocks to fly off the shelf, especially considering they will be offered during the busiest time of the year,” explains Anthony Missano, President of Sbarro. “LidRock provides our customers a chance to get amazing and unique entertainment content they simply can’t get anywhere else. The response from our customers has been extremely positive and we look forward to partnering with LidRock on additional programs in 2004.”

In addition to the exclusive new Spears songs, each LidRock enhanced CD offers hot new songs from leading pop, rock and R&B acts. The first Britney Spears LidRock will feature the song “Shut Up” the follow up to the hit song “Where is the Love?” by the alternative hip-hop

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crew Black Eyed Peas. The LidRock also features the title track from Southern rap sensation Bubba Sparxxx's sophomore album *Deliverance*.

The second LidRock contains the new single from the multi-talented actor-singer Nick Cannon, who, before his entry into music, established a loyal following as the star of his self-titled sketch comedy show on Nickelodeon and the lead in the 2002 hit film *Drumline*. The CD-ROM also contains the song, "Surf Colorado," from the Texas punk rock band, Bowling For Soup's new album, *Drunk Enough To Dance*.

The LidRocks offered at Sbarro will be promoted nationally on over 4,000 theatre screens at Regal Cinemas, United Artist Theatres, Edwards Theatres and Hoyts Cinemas directing millions of movie goers to Sbarro restaurants to get the exclusive LidRocks.

"Working with our innovative partners, Sbarro, and Jive Records, we were able to create an integrated LidRock program that will allow each of us to uniquely capitalize on the holiday season," said Trey Jarrard, Executive Vice President of LidRock. "The artists receive significant promotion for their new albums, Sbarro is able to offer unique entertainment to enhance their guest experience and further differentiate their restaurants, and the consumer gets to go home with great music."

Besides offering exclusive new music from pop megastar Spears and other hit artists, the enhanced CD-ROM LidRocks also provide coupons for discounts on the Black Eyed Peas' newest album *Elephunk* and Bubba Sparxxx's *Deliverance*, as well as coupons for food and drink at Sbarro.

"We're excited to be offering music fans a sneak preview of Britney's new songs while, at the same time, giving them a chance to enjoy the acts Bowling for Soup and Nick Cannon," explains Julia Lipari, Senior Vice President, Special Projects/Marketing of Jive Records. "The chance to own Britney Spears music that is only available on LidRock should prove enticing for fans."

The Britney Spears LidRocks are the latest exclusive releases from the Atlanta-based LidRock. The company has recently released such in-demand enhanced CD-ROMs as the limited edition sneak peek of Elvis Presley's 2ND *TO NONE* album and the Ashanti long-form mini movie for her song "Rain on Me."

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About Sbarro the Italian Eatery

Established in 1959, Sbarro operates over 900 locations throughout 48 states and 26 countries. Sbarro offers a great selection of pizza, pasta, salads and beverages. Sbarro is the worlds largest cafeteria style pizza operator in shopping malls.

About Jive Records

Jive and its associated labels, Silvertone, Verity, Mojo and Volcano are home to a diverse group of top entertainers, including: R. Kelly, Justin Timberlake, Britney Spears, Three Days Grace, Petey Pablo, *NSYNC, Backstreet Boys, Nick Carter, Joe, Mystikal, JC Chasez, Aaron Carter, Nivea, Nick Cannon, Mobb Deep, Buddy Guy, Tool and Weird Al Yankovic, as well as celebrated gospel artists Donnie McClurkin, Hezekiah Walker, Fred Hammond and John P. Kee. The company is owned by BMG, the worldwide music division of Bertelsmann AG.

About LidRock

LidRock is a breakthrough entertainment distribution platform that enables CDs, CD-ROMs, DVDs and other entertainment assets to be delivered to consumers on fountain drink lids. LidRock's patented and FDA-approved packaging enables movies, music, video games and other multimedia content to be distributed to consumers anywhere fountain drinks are served. LidRock is a division of Atlanta-based The Convex Group, Inc.

About The Convex Group, Inc.

The Convex Group, Inc. is a media and entertainment company that acquires and integrates unique assets to create new media networks. The Atlanta-based company owns or controls proprietary distribution and content platforms including the "HowStuffWorks" franchise and the exclusive rights to "in-lid" CD-ROM distribution, which it operates through the LidRock division.

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