



LIDROCK® AND PHARRELL WILLIAMS TO SPONSOR BILL LESTER AND MARKET RACING TO URBAN AUDIENCES WITH UNIQUE CD AND DVD ENTERTAINMENT PRODUCTS

LidRock to Offer NASCAR Video Highlights, NASCAR Driver Information and the Hottest Popular Music on the Lids of Millions of Fountain Drinks

DAYTONA BEACH, Fla. (Feb. 11, 2004) –The Convex Group today announced that it will integrate popular music into NASCAR racing highlights and information through LidRock – a new entertainment format from The Convex Group that delivers exclusive multimedia content in CDs and DVDs embedded into the lids of fountain drinks. LidRock will also be a primary team sponsor of Bill Lester, driver of Bill Davis Racing's No. 22 Toyota truck in the NASCAR Craftsman Truck Series.

The initial LidRock program will feature Pharrell Williams, 2004 Grammy winner, "Producer of the Year" and renowned trendsetter, who will be co-sponsoring Bill Lester's truck in the NASCAR Craftsman Truck Series this season, beginning at the Florida Dodge Dealers 250 at Daytona International Speedway on February 13 (SPEED Channel, 8 p.m.)

Lester's truck will be emblazoned with the album art of Pharrell Williams' group, N.E.R.D. An initial LidRock product, which will be distributed in March and April, will feature the band's first single off their new album "She Wants to Move" and NASCAR racing highlights. Pharrell, who has written and produced for many of the industry's platinum-selling artists including Justin Timberlake, Nelly and Britney Spears, will program the music for the additional LidRock products released during 2004. LidRock is distributed at theaters, fast-food restaurants and other locations such as race tracks.

"The combination of music and NASCAR racing made available through LidRock in a convenient and accessible manner creates a winning formula for the sport, music industry, distribution outlet and most importantly for the fans," said Jeff Arnold, CEO of The Convex Group.

The LidRock featuring Pharrell's music and video from his highly anticipated N.E.R.D album as well as NASCAR racing highlights, NASCAR driver profiles and LidRock sweepstakes will be available during the weekend of the Golden Corral 500 at the Atlanta Motor Speedway on March 15 at theater and fast food outlets.

"The opportunity to partner with LidRock and Bill Davis puts music directly in front of the huge and growing fan base of this exciting sport at a time when the music industry must create new partnerships and look to build new distribution," said Pharrell.

Beginning in April 2004, a series of limited edition LidRocks will be distributed exclusively at select Regal Cinemas, United Artists Theatres and Edwards Theatres across the U.S. There will be multiple LidRocks created, blending today's most popular music with the NASCAR racing experience, and ultimately introducing new fans to the nation's second largest sport. Additionally, these LidRock programs will offer consumer brands an ability to create 1:1 relationships with consumers. For example, 1800Cheapseats (1800cheapseats.com) is planning to integrate their travel and entertainment services on every LidRock to encourage consumers to utilize their services contextually within the LidRock experience. Consumers will be able to conveniently book their travel plans to attend NASCAR races and/or to the featured artist's concert all within the same interactive experience. As an added incentive, consumers that book their travel will receive a complimentary copy of the featured artist's album.

"The LidRock program gives fans a unique way to experience NASCAR racing by combining hit music with NASCAR racing highlights and will expose our sport to a new generation of fans," said George Pyne, NASCAR's Chief Operating Officer. "The program provides a great opportunity to authentically bring NASCAR to African-American and Hispanic consumers, who are the fastest-growing part of our nationwide fan base."

"We're very excited about the opportunity we have with Lid Rock, which is an incredible product that we believe can really take off and help draw new fans to NASCAR racing," Bill Davis said. "NASCAR has the most loyal fans in the world of sports, who are known to purchase products related to their favorite drivers and teams. We see this as a tremendous opportunity to build Bill Lester's fan base and to encourage new fans to sample NASCAR racing. We look forward to our relationship with LidRock, both on and off the track. We think it can grow beyond our wildest dreams."

About Bill Davis

Bill Davis Racing currently fields two NASCAR NEXTEL Cup Series cars, a NASCAR Busch Series car and now two NASCAR Craftsman Truck Series entries, including one with Bill Lester. In addition to fielding these teams, Davis will also assist Toyota Racing Development (TRD) in the manufacturing of Tundra trucks and building the Toyota Tundra V8 engines, which then are distributed to other Toyota truck teams.

About the NASCAR Craftsman Truck Series

The NASCAR Craftsman Truck Series, which began in 1994, is one of three national touring series sanctioned by the National Association of Stock Car Auto Racing. The series has

graduated a number of competitors into the NASCAR NEXTEL Cup Series and NASCAR Busch Series. The 2004 NASCAR Craftsman Truck Series consists of 25 events with stops scheduled at 23 tracks from coast-to-coast. The schedule includes 18 events on superspeedways (oval tracks of one mile or more in length) and seven events on short tracks (oval tracks of less than one mile in length). SPEED Channel will provide live, exclusive television coverage of all 25 NASCAR Craftsman Truck Series races in 2004. Additionally, the many affiliates of MRN Radio will air flag-to-flag coverage of the full schedule.

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.

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Kate Solley
The Convex Group/LidRock
(404) 760-4346
ksolley@lidrock.com