



LIDROCK® DEBUTING FIRST COUNTRY LIDROCK CD AT BLIMPIE FEATURING SUPERSTAR LEANN RIMES' NEW SONG FROM HIGHLY ANTICIPATED ALBUM, THIS WOMAN, TWO MONTHS BEFORE ALBUM RELEASE DATE

BLIMPIE® Participating Restaurants Nationwide Offering Third Full-Size "Summer of Live"

LidRock – An Exclusive LeAnn Rimes LidRock also Featuring Country Music Artists

Rodney Atkins and Amy Dalley with One Song from Each Artist, a Bonus Music Video and Sweepstakes Offer

ATLANTA (Aug 17, 2004) – Beginning in August, BLIMPIE® restaurants across the U.S. will offer the first country music LidRock® on a full-size, enhanced CD-ROM with exclusive new music from two-time Grammy® – Award winning superstar LeAnn Rimes. BLIMPIE will provide fans with a sneak peek at LeAnn's new album *This Woman* due out in stores November 2nd. This will be LeAnn's twelfth album after debuting with *Blue* in 1996. She has sold more than 23 million albums to date and has 23 hit singles under her belt. "The LidRock at BLIMPIE offers a great new way for my fans to get a sample of my new CD before it hits stores," explains LeAnn. Consumers can catch an early glimpse of her new album, *This Woman*, with the purchase of a LidRock CD-ROM that includes the hot new single "Won't Be Lonely Long."

This 5" CD-ROM is playable in your car CD player, home stereo and your computer. The LidRock will also include tracks from two additional emerging country music sensations from Curb Records, Amy Dalley and Rodney Atkins. The featured bonus music video is Amy Dalley's debut "Men Don't Change," which has made a huge splash and is in the top 30 on the Billboard country singles chart and is still climbing. Dalley's hot debut album, *Amy Dalley*, will hit stores nationwide October 19th, but consumers can hear it first exclusively on the debut country LidRock at Blimpie. Rodney Atkins' "Someone to Share it With," straight from his recent debut album *Honesty*, will also be a featured track on the LidRock. Additionally, 1-800-CheapSeats will offer consumers the chance to win a seven-day Caribbean cruise for four through their online sweepstakes.

“We are excited about the release of LeAnn’s sneak preview, LidRock CD through our BLIMPIE restaurants,” said Mark Mears, Chief Marketing Officer of Blimpie International, Inc. “We are confident that the availability of LeAnn’s LidRock CD will follow the success of our previous two releases in driving brand new guests to our restaurants and enhance the dining experience of our current BLIMPIE fans.”

The fresh LeAnn Rimes country LidRocks will be sold for about a dollar more with the purchase of a fountain beverage and are available while supplies last at thousands of participating BLIMPIE restaurants throughout the U.S.

Previous “Summer of Live” BLIMPIE full-size LidRocks have included top artists such as seven-time Grammy™ – Award winning Alanis Morissette and Grammy – Award nominee 3 Doors Down. These exclusive offerings at BLIMPIE are the latest releases from Atlanta-based LidRock. Other recent LidRock releases include Avril Lavigne, Pharrell Williams and Britney Spears.

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About Blimpie® Subs & Salads

With headquarters in Atlanta, Georgia, Blimpie International, Inc. is a global franchisor of several branded quick-service concepts. The company’s core brand, BLIMPIE® Subs & Salads, has grown to approximately 1,600 franchised restaurants across the U.S. and 13 foreign countries. For more information on BLIMPIE, visit www.blimpie.com or call 800.447.6256.

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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