



**UNIVERSAL IS INTRODUCING THEIR HOT U.K. POP SENSATION, BUSTED, TO THE U.S. EXCLUSIVELY ON LIDROCK® AT SBARRO**

*Restaurant Distributing Exclusive #1 Songs and Sneak Peek of Video on LidRock CD-ROMs in the Lids of Fountain Drinks in the U.S.*

**NEW YORK (September 13, 2004)** – See and hear Busted first – only on LidRock. In an exclusive distribution deal with LidRock, Universal Records is introducing Busted to the U.S. through LidRock enhanced CD-ROMs at participating Sbarro the Italian Eatery's 900 restaurants in malls across the country. This latest release from LidRock will be Busted's debut in the U.S. in anticipation of their full album release later this fall.

Busted's pop-punk sound has propelled the band to the top of the charts in the U.K., Japan and throughout Europe. Since debuting in the U.K. in 2002, Busted has successfully launched a multi-platinum album, had several #1 singles and a sold-out tour in the U.K. Now, after beating out Justin Timberlake and Christina Aguilera at this year's BRIT Awards, this trio has their eyes set on conquering the U.S.

"Less than two years after releasing their debut single, Busted has topped the charts throughout Europe and is ready to bust into the music scene here in the U.S.," says Jill Capone, Vice President of Marketing at Universal Records. "Through our relationship with LidRock, we are excited to present Busted's hottest singles to music fans at Sbarro before they can buy them anywhere else."

The Busted LidRock provides consumers with a sneak peek of the group's hit songs "Crashed the Wedding" and "Air Hostess" as well as the "What I Go To School For" video. Additionally, there are exclusive download offers from Verizon Wireless for Busted screen savers and ring tones. The mini CD-ROM can be played in a computer for full access to the interactive entertainment.

"Working with our innovative partners, Sbarro, Universal Records and Verizon Wireless, we were able to create an integrated LidRock program that will allow us to uniquely introduce hit entertainment," said Trey Jarrard, Executive Vice President of LidRock. "The artists receive

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significant promotion for their album release – 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 and mobile entertainment.”

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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 world’s largest cafeteria style pizza operator in shopping malls.

**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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