



**HIT TRACKS FROM HOOBASTANK'S PLATINUM ALBUM 'THE REASON'
SERVED ON FULL-SIZE LIDROCK CD-ROMS AT SBARRO**

Restaurant distributing hit tracks and music video from Hoobastank's 'The Reason' along with exclusive previews of Konami videogames on full-size LidRock CD-ROMs

NEW YORK (November 1, 2004) – During the month of November, just in time for the holidays, music from Hoobastank's most recent album 'The Reason' will be available at Sbarro the Italian Eatery's 900 restaurants throughout the United States. The first full-size LidRock enhanced CD-ROM served at Sbarro includes three tracks from the hit album *The Reason*, a bonus music video, and exclusive previews of Konami videogames.

A combination of both soft and hard rock has driven Hoobastank to the top of most of the charts. The band won gold and platinum digital awards for 'The Reason' and their most recent single from the album reached number two on the Billboard charts. Now consumers can experience three additional tracks and a music video from 'The Reason' on full-size LidRock CD-ROMs that can be played in car or home stereos and computers.

The Hoobastank LidRock is available only at Sbarro restaurants and includes top tracks such as 'Remember Me,' 'Same Direction' and 'Let it Out' as well as the 'Out of Control' music video. Hoobastank mobile phone ring tones will also be available on the LidRock. Consumers can experience a segment of exclusive Konami videogame previews for the new Dance Dance Revolution and Karaoke Revolution, among others, enter a sweepstakes to win a new car from 1-800-Cheapseats and receive a special Internet service offering from NetZero.

"Based on the success of our initial LidRock programs, we expect Hoobastank LidRocks to set new sales records, especially considering they will be full-size CD-ROMs that are playable in all types of CD players," explains Anthony Missano, President

of Sbarro. “LidRock provides consumers of all ages a chance to get the latest exclusive entertainment content at a great value. The response from our consumers has been extremely positive and we look forward to partnering with LidRock on programs in 2005.”

Stop by a Sbarro restaurant in your area to pick up a Hoobastank LidRock. Listen to the tracks in your car or home stereo then play the CD-ROM in your computer for additional entertainment offerings including a music video, ring tones and previews of Konami videogames.

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 with an extensive patent portfolio that acquires and integrates unique assets to create new media networks. The company, based in Atlanta, Georgia, owns or controls proprietary distribution and content platforms, including the “HowStuffWorks” franchise, the exclusive rights to “in-lid” CD-ROM distribution, which it operates through the LidRock division, and the Flexplay technology that enables time-limited, on-demand viewing of movies, games and other content delivered on a DVD.

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