

For Immediate Release



**GENTLEMAN, START YOUR CORNFLAKES...  
Drivers to Eat Dust as NASCAR Busch Series #72 Cereality® Cereal Bar and Café  
Emblazoned Chevy Speeds By This Weekend**

**Tempe, Arizona (November 1, 2004)** — Cereality® Cereal Bar and Café, the news-making foodservice concept that launched last year at Arizona State University's Memorial Union is honoring their Arizona heritage by taking a primary sponsorship role with a team in the largest annual sporting event in the state, the annual Fall NASCAR weekend (November 5-7) at Phoenix International Raceway.

When drivers take the green flag at 3:30 p.m. (EST) on Saturday, November 6<sup>th</sup> (broadcast live on NBC and MRN radio) John Graham will debut his Cereality-sponsored Chevrolet Monte Carlo (#72). It debuts in the Bashas' Supermarkets 200 for the NASCAR Busch Series at the Phoenix International Raceway. The NASCAR Busch Series is the nation's second most popular form of motor sports.

The special paint scheme brings to life Cereality's unique proposition of "all cereal, all day, all ways." "I'm thrilled to have such an exciting and energetic brand support me. I hope to have as much success in Arizona that Cereality has had," said Graham.



"Cereality is the most breakthrough concept to emerge in the restaurant industry this year, so it was a natural fit to sponsor John Graham, a newcomer himself to the NASCAR Busch Series," said Cereality co-founder, David Roth. "And, in honor of John's race we've created a special snack mix, THE 72 GOLDEN GRAHAMMY™, featuring General Mills Golden Grahams®, along with some extra surprise toppings," said Roth.

Graham has established himself as a competitive driver by piloting the #72 car three times this season. Graham has also raced in numerous forms of international motorsport; his accomplishments include seven starts at the 24 Hours of Le Mans, including a 675 win in 2000. He also competed in the grueling Paris-Dakar Rally. John Graham and his business partner Rob Fessler are enthusiastic about the upcoming race. "We are new to NASCAR and are enthusiastic about bringing a new company into this sport. This is not only a great opportunity for Cereality, but for our company, Aurora Inventive, as well," noted Fessler

In a joint statement with team owner MacDonald Motorsports, Fessler added, “Their concept really seems to have struck a chord with folks all across the country and I’m absolutely confident that their upcoming national rollout will be a huge hit.”

With the end of the NASCAR season just around the corner, Cereality wanted to take part in this action-packed four-race weekend that is sure to appeal to every true race fan. The Phoenix International Raceway is an important fixture in Arizona just as Cereality has become an important part of Arizona State University’s Memorial Union. Sports fans in the state are revved up for an exciting sports-filled weekend as the Sun Devils will also play Stanford on November 6<sup>th</sup> during ASU’s Homecoming.

To add to the Homecoming spirit, on Friday, November 5<sup>th</sup>, from 12 noon through 4 pm, the Cereality-bedecked #72 Chevrolet will be on display at ASU near Cereality on the south side of the Memorial Union building. Fans can stop by at Cereality at any time during the week for a chance to win a pair of pit passes for the race weekend. Cereality is located on the main floor of the Memorial Union building at ASU in Tempe, AZ and is open from 7am through 7 pm.

### **About Cereality:**

Cereality is an exciting, patent-pending new business that breaks the mold of traditional foodservice to bring a unique, highly personal, healthy eating experience to the consumer, entirely focused around brand-name cereals. One of the most compelling aspects of Cereality is that the menu offerings are already famous, with favorite brands from Quaker Oats, Kellogg’s, General Mills and Post.

Customers can choose from 30 different cereal varieties, 30 different toppings, a variety of milks (including soy) and choices of hot and cold beverages. Yet, these cereals aren’t just served in bowls. They’re also used in proprietary cereal bars, snack mixes, granolas, and smoothies. Customers can even get Quaker hot cereals made to order. Cereal boxes are displayed in custom-built kitchen cabinets to create a unique residential, home kitchen atmosphere. Pajama-clad Cereologists™ prepare orders to customers’ specifications or they can customize their favorite cereal and topping combination utilizing the Invent-a-Blend™ touch-screen terminal that records their preferences for future visits.

After a hugely successful launch at Arizona State University’s Memorial Union, Cereality is now expanding beyond the on-campus environment, starting with full cafés in Philadelphia and Chicago. Their next unit, a 1,500 square foot format, is set to open across from The Wharton School of Business at the end of November. Their Chicago sites will be announced within the next few weeks.

Media Contact: Lisa Kovitz  
Burson-Marsteller  
212-614-5041 or 917-992-7683 (mobile) or [lisa\\_kovitz@nyc.bm.com](mailto:lisa_kovitz@nyc.bm.com)

Brett Carrey  
Burson-Marsteller  
917 379 4812 (mobile) – on-site race weekend  
[brett\\_carrey@nyc.bm.com](mailto:brett_carrey@nyc.bm.com)