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[RIDEMAKERZ HYBRID WORLD VIDEO](#)

More than Just Fun and Games, Hybrid World for Boys Changes the Landscape

RIDEMAKERZ' authentic cars, NextGen 3D technology, supercharged games, and engaging and educational real/virtual activities fuel immersive new play and learning experience for boys

What do you get when you combine Ford Mustangs and SuperChief concept trucks, Dodge Vipers, Rams and Challengers, Chevrolet Corvettes, MINIs, and Toyota's Scions with car-customizing icons Chip Foose and Troy Sumitomo, championship winning organizations ranging from Team BIGFOOT to Corvette Racing, award-winning online game developer Gamelab, and acclaimed virtual world leader The Electric Sheep Company? The answer is [RIDEMAKERZ®](#), a fun and authentic, best-of-both-worlds experience that allows boys and families to play, learn and share together.

RIDEMAKERZ, 2008 winner of both the Chain Store Age "Attraction Retailer of the Year" Award and The Ford Motor Company's "Henry Award" for its innovative car-customizing experience for kids ages 6 to 106, is now turbo-charging its real world experience with a fun, action-packed virtual experience developed specifically for boys ages 6-12. Taken together, the RIDEMAKERZ Hybrid World is a game changer. It is built on a breakthrough, immersive 3-D technology platform that is driven by a custom game-engine finely tuned for unique and personalized play options. Better yet, it is alternatively fueled by a distinctive combination of real and virtual activities that provide choice, unleash creativity, encourage collaboration, foster confidence and instill a sense of community (the 5 C's of RZ). It debuts in closed BETA format at [RIDEMAKERZ.COM](#) on December 1, 2008 for existing RIDEMAKERZ "Customizers" (guests who have either built a RIDEMAKERZ RIDE or are members of the RZ RIDEMILEZ Club, which is free to join).

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What is a Hybrid World and why the focus on boys? “A Hybrid World,” according to RIDEMAKERZ Founder and ZEO Larry Andreini, “does not draw a distinction between on- and off-line activities, but rather integrates them into a best-of-both-worlds experience. We believe this is particularly important for boys, especially those up to the age of 12, who before RIDEMAKERZ have been overlooked in both real and virtual environments such as American Girl, Build-A-Bear Workshop® Buildabearville.com, Club Penguin and Webkinz. RIDEMAKERZ is in a unique position to connect with boys virtually just as we do in the real world – through cars and authentic car culture. Our online experience is an extension of the interactive, off-line experience that boys have customizing RIDEZ and learning about cars at home or in one of our SHOPZ. And while the boys are having fun playing, what they’re also doing is being creative, making choices, collaborating with friends and family, and building confidence.”

“RIDEMAKERZ knows boys,” adds Lee Nadler, Chief Marketing Officer (ZMO) for RIDEMAKERZ. “We built and will continue to evolve the RIDEMAKERZ virtual experience in collaboration with kids, from region names to game play and customizing. We researched how boys play and mirror their play patterns with activities that encourage them to create, explore, compete and achieve on their terms. Every element is designed with boys in mind, including the technology.”

Lapping the Pack with the Top-end of Technology

“We’re moving the bar set by previous virtual worlds, changing from the traditional isometric view to an immersive 3D experience with no need for downloads or plug-ins,” says Sibley Verbeck, CEO of The Electric Sheep Company, RIDEMAKERZ’ partner in creating the virtual component of its experience. “This is particularly compelling for car-themed games and activities, and RIDEMAKERZ will be the first and only car-related virtual world to use this souped-up version of our WebFlock technology platform.”

So what does this mean to the typical boy playing in the world?

- Larger play area – providing a fully immersive look and feel
- More sophisticated – improving quality of game play

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- Higher-quality graphics – increasing authenticity and taking on movie-like qualities
- Console game attributes – a dynamic driving experience that puts players in the action
- Advanced effects – smoke, flames and other particle effects (including farts!)

The closed BETA version demonstrates the first playable driving experience, games and overall look, and marks the start of fine-tuning over the next few months to perfect the handling of the RIDE, as well as the environments and regions.

TREAD WHERE NO ONE ELSE HAS® with Unique Personalized Play

In RIDEMAKERZ' Hybrid World, Customizers express themselves by first choosing, building and then customizing their personal RIDEZ. Online and off there are more than 649 million ways to trick-out a RIDE, including authentic body styles and paint schemes, tires and wheels, lights and sounds, and custom decals and accessories. A RIDE built and customized either at home or in a RIDEMAKERZ SHOP roars to life in the virtual environment, and a RIDE built and customized virtually can be made real at home or in a RIDEMAKERZ SHOP. These personalized RIDEZ are how Customizers travel through the virtual landscape, and they can be designed for either "SHOW" or "GO." Choose "SHOW" and special features emphasize each RIDE's cool and unique looks; choose "GO" and you can select different engines, tires and custom parts that affect the RIDE's handling and performance during game play. The more competitive the RIDE, the greater chance to earn points that can be redeemed for more specialized parts and powerups that ultimately unlock different and more challenging games.

RIDE THE TALK® with Communication Tools Made for Boys

Boys in the RIDEMAKERZ virtual environment communicate in a way that is right up their alley, with fun, animated phrases called Z-motes that reflect how boys like to interact. Z-motes are visual, fun and safe. They can include words and graphics, so there's no need for open chat. "Game on," "Eat my dust," and "Sweet RIDE" are all common vernacular, as are burning rubber or shooting a lightning bolt at a friend. This combination of animated visual and text phrases provides both freedom and control, while keeping the focus on what boys like to do best -- play, and what parents like most -- safety.

BRAKE OUTTA THE BOX® by Combining Fantasy with Reality

“Our real life RIDEMAKERZ experience connects boys and dads, and now we’re bringing that same bonding opportunity into our virtual experience,” says Andreini. “For example, boys get achievement points and trophies when they complete real world activities like learning about dad’s first car, going to a car show, or checking and inputting the tire pressure from the family car. These kinds of hybrid experiences allow boys to play and learn while giving dads a fun, new way to interact and relate with their kids.”

RIDING IS FUNDAMENTAL

The site offers other educational opportunities as well. A “RIDERZ ED” section teaches about the history of the automobile, the design and manufacturing process, custom car culture and alternative fuels. It also incorporates videos, so kids can see how cars are designed and then receive customizing tips from Chip Foose, star of The Learning Channel’s (TLC) hit show “Overhaulin” and an advisor to RIDEMAKERZ.

GET REAL

A “Make-it-Real” feature allows Customizers to convert any virtual RIDE they build and customize into a real RIDE by automatically creating a wish-list that can be emailed to parents or printed out for friends and relatives. Once purchased by an adult, the real RIDE is shipped unassembled, along with an ignition-key shaped hex wrench, and it can be built in minutes, right at home, with four embedded screws and snap-in, snap-on, or magnetic parts (no glue!). The selection of RIDEZ includes such popular muscle cars as the new Ford Mustang GT and Dodge Challenger SRT-8, the exotic Dodge Viper SRT-10, tuner cars such as Toyota’s Scion xB and the RZ Wedge, the MINI Cooper S, and everything in between, including retro hot rods, stock race cars, concept and production pick-up trucks like the Ford F-250 SuperChief and Dodge RAM SRT-10, and cab-over fire engines, dump trucks and tow trucks. The Corvette C6.R and C6RS hit the grid on Dec. 5. And just like in the virtual environment, every RIDE can be made for “SHOW,” with a free-wheel chassis, or “GO,” with a radio-control transmitter.

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DETAILING

Customizers enter the virtual experience at RIDEMAKERZ.com. During closed BETA, three regions will be open for testing – The Open Road, where RIDEZ cruise around and hang at a rest stop to watch videos of real car culture activities, such as Big Foot crushing real cars and a Viper motorcade; Scrap Gulch, a custom parts and car hunter's dusty paradise that was inspired by the real world "Iron Triangle" in Queens, New York; and a futuristic race track called the RZ Motor Speedway (slated for mid-Dec.). Six games also will be tested, including two masterminded and engineered by Gamelab, developers of the acclaimed and popular games DINER DASH and Jojo's Fashion Show. It is free to play and Customizers are awarded with surprise parts, achievement points and RIDEMAKERZ currency, called RZ BuckZ.

Closed BETA players need a code, obtained by special invitation once becoming a RIDEMILEZ club member (which is free to join), or beginning in early Dec., by building a real RIDE at home or in a RIDEMAKERZ Shop. All closed BETA Customizers will receive a Special Edition Corvette for their virtual inventory. RIDEMAKERZ will launch its full-throttle, virtual experience in spring '09 and will add exciting new regions, games and virtual accessories on a continuing basis.

About RIDEMAKERZ®

RIDEMAKERZ mission is to have great fun MAKING RIDEZ and FUELING GOOD – with the ultimate vision of contributing to the positive development of kidz. The RIDEMAKERZ experience is specifically designed to: provide choice, unleash creativity, foster confidence, encourage collaboration, and instill a sense of community. RIDEMAKERZ awards include: First-place for "Best Attraction Retailing" in Chain Store Age magazine's 2008 Retail Store of the Year Awards; "Hottest Retailer" in 2008 by The International Council of Shopping Centers, Inc. and The Henry Award for Best Consumer Outreach presented by the Ford Motor Company. Visit RIDEMAKERZ.com for more information.

About The Electric Sheep Company

ESC is a leading provider of technology and services focused on multi-user, virtual world, and casual MMO experiences. ESC's WebFlock technology is a comprehensive virtual world platform for private-label, Web-based immersive experiences that are both flexible and scalable. WebFlock instances range from lightweight visual chat environments all the way up to complex, rich virtual worlds. Since 2005, ESC has worked with the world's largest brands, media companies, and agencies to design and implement award-winning consumer virtual experiences. ESC clients include CBS, MTV, Showtime Networks, NBC, NBA, MLB, Reuters, Pepsi, Procter & Gamble and many more. Visit electricsheepcompany.com for more information.