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Contact: Jeff Bachmann
314.471.8344
jeffb@blickandstaff.com

PRATT & MILLER INTRODUCES TWO NEW CORVETTE MODELS

Corvette Racing Champion, Ron Fellows, Helps Roll Out New Editions; Kids from Detroit Academy of Arts and Sciences Build First Corvette RIDEZ; Donations Made to Mitch Albom's Dream Fund and Annual Adopt-A-Shelter Christmas Party

NEW HUDSON, MICHIGAN, Dec. 4, 2008 — Today at 10:00 a.m. at their manufacturing facility and Corvette Racing headquarters, Pratt & Miller Engineering will introduce two new editions of their famed C6.R Corvette and C6RS Chevrolet Corvette. The new models are smaller in all key dimensions, lighter than the company's current race and street editions and more eco-friendly. Power comes from one of two available drivetrains; an electronically-modulated high-torque electric motor or the forearm muscles of the driver.

Yes, these are Corvette models – 1/14th scale to be precise. Pratt & Miller has partnered with RIDEMAKERZ[®], the first ever car-customizing experience for kids, to design and manufacture the model car versions of their 'Vette, available with battery-powered radio-controlled chassis (great for head-to-head racing) or free-wheel chassis (pushers).

"We are excited and proud to announce the release of our latest customizable RIDE, the legendary Chevrolet Corvette," says RIDEMAKERZ ZEO and Founder Larry Andreini. "The RZ 'Vettes are not just any Corvettes; they are the 'BadBoy' Pratt & Miller built, Le Mans winning race car, C6.R, and the quarter-of-a-million dollar, street legal C6RS Super-Car. It's an honor to make these models available so that kids, parents, and car enthusiasts alike can build and trick out their ultimate model Corvette."

Doug Fehan, Program Manager for Corvette Racing adds, "General Motors doesn't just let anybody build a model Corvette. The new Pratt & Miller C6.R and C6RS Corvette models from RIDEMAKERZ truly capture the soul and spirit of the Corvette. Beyond that, we like how RIDEMAKERZ provides a hands-on building experience that allows kids, and kids at heart, to make choices and be creative."

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Race Against Driving Champion Ron Fellows

Ron Fellows, long-time Corvette race driver, will be on hand to help launch the new Pratt & Miller edition RIDEMAKERZ Corvette models. With multiple class wins and overall victories at venues including Le Mans and Daytona, Fellows is an expert on the Corvette. Fellows says, "The RIDEMAKERZ C6.R and C6RS do a really good job of scaling down the racing and road-going Corvettes that Pratt & Miller builds. On the yellow C6.R, including the Corvette Racing mascot 'Jake' was a great touch." Jake is the stylized skull found on each Pratt & Miller Corvette.

After the new RIDEMAKERZ Corvette models are introduced, Fellows will challenge attendees to race radio-controlled RZ RIDEZ on a specially prepared track within the Pratt & Miller manufacturing facility. In addition, members of the American Le Mans Series Champion Corvette Racing Team led by Doug Fehan will build and race RIDEZ.

"While the RIDEMAKERZ versions of our racing and road-going Corvette models don't have quite the horsepower of our V-8s, they're still fun to build and to race," says Gary Pratt, Vice President and Co-owner of Pratt & Miller Engineering. "Plus, the RIDEMAKERZ editions are put together like our cars in that they're not fragile and they're designed to run flat out."

Dreaming Big with Mitch Albom

To help celebrate the new C6.R and C6RS, RIDEMAKERZ is contributing \$2,500 to The Mitch Albom Dream Fund at the College of Creative Studies. Additionally, for every C6.R and C6RS sold at the company's Metro Detroit Shops the weekend of Dec. 5, RIDEMAKERZ will contribute \$5 to The Dream Fund, plus an additional \$1 from every other RIDE built that weekend. Kids from the Detroit Academy of Arts and Sciences will attend the launch and build the very first Corvette RIDEZ. In addition, RIDEMAKERZ will plump up Santa's big red sack with RZ 'Vettes for Albom's annual Adopt-A-Shelter Christmas Party taking place this Saturday at Booth Evangeline Salvation Army.

Albom notes, "It's great to see sports and creativity intersect. The RIDEMAKERZ experience encourages imagination and self-expression in kids, especially boys, and is closely aligned to my goal to use the arts to bring out confidence in our youth. I'm glad to have RIDEMAKERZ as part of the team that supports The Dream Fund." The Dream Fund is a charity Mitch Albom started 16 years ago. Its sole purpose is to provide funding for underprivileged children to participate in arts programs. The College of Creative Studies has utilized the fund to award scholarships for visual and performing arts, Community Arts Partnership programs, the Detroit 300 project, and the summer "Week at a Time" continuing education program.

The RIDEMAKERZ Experience

RIDEMAKERZ, referred to by some as Build-A-Bear Workshop® for cars, is where kidz from 6 to 106 can build their favorite RIDEZ and then customize them with unique rims, treads, blown engines, side-pipes, hood scoops, spoilers, decals and more. There are more than 649 million combinations (and that's before individual decal placement!).

The RIDEMAKERZ Corvette models will debut for sale starting Dec. 5 at the 12 RIDEMAKERZ SHOPZ nationwide and at RIDEMAKERZ.com. The RIDEMAKERZ versions are priced lower than their real counterparts -- \$29 for the Corvette C6RS that is available in red or satin black; \$40 for the yellow Corvette C6.R Laguna Number 3 Launch Edition with official racing livery and sponsor decals (available for a limited time); and \$32 for the Corvette C6.R in premium yellow with racing graphics (available in January). Each model includes a stock body, stock free-wheel chassis with stock wheels and treads. Accessories for the Corvette start at \$2.50 and are interchangeable with other RIDEMAKERZ RIDEZ. Remote control is an additional \$25.00.

Starting in early Dec., all who purchase a C6.R or C6RS RIDE (or any other RIDE) in RIDEMAKERZ SHOPZ will get a unique access code allowing them to be among the first to experience the latest addition to the RIDEMAKERZ experience, RZ WORLD. All closed BETA Customizers will receive a Special Edition Corvette for their virtual inventory.

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 from the Ford Motor Company. Visit RIDEMAKERZ.com for more information.

About Pratt & Miller Engineering & Fabrication

Founded in 1989 by Gary Pratt and Jim Miller, Pratt & Miller Engineering & Fabrication provides automotive and non-automotive clients with leading-edge engineering and low-volume manufacturing solutions. Visit prattmiller.com for more information.

About Chevrolet

Chevrolet is one of America's best-known and best-selling automotive brands. With the largest dealer network in the United States, Chevrolet delivers more-than-expected value in every vehicle category. Chevy delivers expressive design, spirited performance and great value with standard features usually found only on more expensive vehicles. Visit chevrolet.com for more information.

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