



Contact: Jeff Bachmann
(314) 471-8344 or
(314) 727-5700, Ext. 102
jeffb@blickandstaff.com

**UNIQUE DO-IT-YOURSELF TOGETHER™ ACTIVITY IS PERFECT VEHICLE FOR
CONNECTING DADS AND SONS**

RIDEMAKERZ Customizable “Model” Cars Provide Fun for Generations

St. Louis, Mo (May 21, 2009) – For generations, a common love of cars has connected fathers and sons, whether working in the garage under the hood or in the basement on a model car. Today, RIDEMAKERZ® brings them together with the modern-day version of model cars and trucks – RIDEZ – that can be customized with sounds, snap-on parts and decals for more than 649 million combinations.

This RIDEMAKERZ Do-It-Yourself-Together™ activity promotes collaboration, inspires creativity and helps instill confidence, and is also a great bonding activity for dads and sons. Research indicates the importance of fathers being active in their child’s life and, according to the 2008 Packaged Facts study, “The U.S. Dads Market: A Unique Profile of Fathers, Their Attitudes, Values and Behavior as Consumers,” only one in four fathers is “very involved” with the daily activities of their children. For the fathers that are very involved, fun and play are cornerstones of their interaction.

“RIDEMAKERZ is first and foremost about having fun, but we’re finding our concept is serving a higher purpose by helping to connect family members of all generations through the excitement of cars,” said Larry Andreini, RIDEMAKERZ ZEO (CEO) and founder. “The experience is truly intergenerational. Dads feel like kids again, and kids are in control of their very own RIDEZ. Customizing levels the playing field for all ages, so everyone has fun.”

“I can't think of a better way to spend time with your son than doing something hands-on together,” said Chip Foose, legendary car-customizer and host of The Learning Channel's (TLC) hit show *Overhaulin'*. “I learned everything I know from working with my dad in his shop and now fathers and sons across the country can have the same experience I had with my father, building and customizing RIDEZ, just on a smaller scale. With all the choices and customizing options, RIDEMAKERZ is amazingly similar to the real-thing.”

THE RIDEMAKERZ EXPERIENCE

RIDEMAKERZ is a dream car-customizing world, where “Customizers” go through seven zones either online or in a SHOP to build one-of-a-kind RIDEZ. With the choices in body styles and paint schemes, tires and wheels, lights, sounds, accessories and decals, there are more than 649 million possible combinations.

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, the Corvette C6.R and C6RS, 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.

RIDEZ are priced from \$10 to \$32, depending on body and paint scheme selected. Radio remote-control can be added for an additional \$25, and custom accessories start at \$2 for grille guards, spoilers and hood scoops. RIDEZ measure 10 to 12 inches long – about the size of a football – and range approximately 1:14 to 1:20 scale.

At RIDEMAKERZ.COM dads and sons can also play games and learn about car culture together. Kids earn achievement points and trophies when they complete real world activities like learning about dad's first car or checking and inputting the tire pressure from the family car. These experiences online are another way the brand provides playing and learning experiences for kids while giving dads a fun, new way to interact and relate with their children.

RIDEMAKERZ operates 12 SHOPZ across the country in the following locations: Broadway at the Beach in Myrtle Beach, S.C., Spotsylvania Towne Center in Fredericksburg, Virg., Castleton Square in Indianapolis, Ind., The Avenue at White Marsh in Baltimore, Md., The Shoppes at Hagerstown in Hagerstown, Md., Woodfield Mall in Schaumburg, Ill., Twelve Oaks Mall and Great Lakes Crossing in Detroit, Mich., Branson Landing in Branson, Mo., Fox River Run in Appleton, Wis., Baybrook Mall in Friendswood, Texas, and Westgate City Center in Glendale, Ariz.

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.

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