



FOR IMMEDIATE RELEASE:
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PHOENIX INTERNATIONAL RACEWAY & RIDEMAKERZ[®] ANNOUNCE PARTNERSHIP
Toy Car Customizing Shop to Debut New Collection of NASCAR Products during November Race Weekend

(PHOENIX, Ariz.) – Phoenix International Raceway President Bryan R. Sperber today announced that RIDEMAKERZ – the first-ever customizing shop for one-of-a-kind radio control cars – has joined the family of official partners at PIR. RIDEMAKERZ will debut its new collection of NASCAR products during the upcoming Kobalt Tools 500 weekend in Phoenix.

“For a company that prides itself on authenticity, it’s quite a thrill for us to be here in Victory Lane announcing our partnership with PIR and debuting our new NASCAR product line,” say RIDEMAKERZ ZEO (CEO) Larry Andreini. “We now can now offer race fans of any age the ability to trick-out a 1:18 scale version of their favorite driver’s car.”

To help celebrate the new partnership, four local children from four different charities will be paired with media celebrities in the ultimate radio controlled car build-off on Nov. 14 from Phoenix International Raceway’s Gatorade Victory Lane. The contestants – aged 6-14 – representing Make-A-Wish Foundation, Big Brothers Big Sisters, Victory Junction Gang Camp and The NASCAR Foundation, will team with four media celebrities to build a car or “RIDE” in the RZ Pit Challenge[®] – an automotive-themed experience complete with kid-friendly power tools. The timed competition is easy and fun requiring each team to assemble a RIDE with four bolts that connect the body and chassis, and snap-in/snap-on accessories. The winning team will raise \$1,000 for their charity.

RIDEMAKERZ has five locations nationwide, including a Valley of the Sun location at Westgate City Center in Glendale. In a nod to real-world car culture, RIDEMAKERZ has agreements with several automotive manufacturers to offer versions of today’s most popular cars. The new, officially licensed NASCAR body joins the line-up along with driver-themed decals from Dale Earnhardt Jr., Danica Patrick, Kyle Busch, Denny Hamlin, Joey Logano, Ryan Newman, Michael Waltrip, Jeff Gordon, Jimmie Johnson, and Mark Martin.

To learn more or to purchase a RIDE, visit RIDEMAKERZ.com.

Phoenix International Raceway's corporate partners include: Bashas' Supermarkets, O'Reilly Auto Parts, Chevrolet, Coca-Cola, Gatorade, Hensley-Anheuser Busch, Lucas Oil, Sprint, SUBWAY, The Home Depot, Amkus, Banner Health, Crown Royal, Goodyear Tire & Rubber, the Greater Phoenix Convention & Visitors Bureau, New Holland North America, Safety-Kleen, ServiceMaster Clean, Southwest Ambulance, Sunoco, RIDEMAKERZ, Lowe's Home Improvement Warehouse, Kimberly-Clark Professional, 3 Amigo's Tequila, Toyota, Ford Motor Company, Casino Arizona, Mars Snackfood, GEICO Insurance and UPS.

Tickets to the November 11-14 Kobalt Tools 500 NASCAR event weekend are still available with prices starting at just \$25. For more information, or to purchase tickets, visit <http://phoenixraceway.com> or call 866-408-RACE (7223).

About RIDEMAKERZ®

RIDEMAKERZ is a fun and immersive car building and customizing experience for the whole family with over 649 million ways to customize your favorite radio-control car or “RIDE.” This modern day car concept takes America’s love of cars and the massive car customizing movement to the next level. Its distinctive combination of real and online activities provides choice, unleashes creativity, encourages collaboration, fosters confidence and instills a sense of community.

About Phoenix International Raceway

Since 1964, Phoenix International Raceway has served race fans as the premier motorsports venue in the Southwest. Watch the brightest stars in NASCAR take on PIR’s famed one-mile oval – including four-time defending Sprint Cup Series champion Jimmie Johnson, Jeff Gordon, Dale Earnhardt, Jr., Tony Stewart and many more – on November 14, 2010 in the Kobalt Tools 500. Tickets for the entire Kobalt Tools 500 weekend at Phoenix International Raceway can be purchased online at PhoenixRaceway.com/Tickets or by calling 1-866-408-RACE (7223). For more, visit PhoenixRaceway.com, [Facebook.com/PhoenixRaceway](https://www.facebook.com/PhoenixRaceway) and [Twitter.com/PhoenixRaceway](https://twitter.com/PhoenixRaceway).

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