

Contact: Brenda Lynch
The Rogers Group
(310) 552-4114
blynch@rogerspr.com

The Rogers Group Drives in Partnership with RIDEMAKERZ

(LOS ANGELES – November 29, 2010) – [RIDEMAKERZ](#)[®], the first-ever car customizing experience for kids and kids at heart, announced today that it has selected The Rogers Group (TRG) as its public relations agency of record after a competitive agency search. With the help of TRG, RIDEMAKERZ will race into toy aisles in 2011 with the launch of two new customization platforms designed for mass distribution.

RIDEMAKERZ offers kids of all ages the opportunity to customize their own RIDEZ with a mission to have great fun and fuel good. With over 50 patents and alliances with Disney, NASCAR, Ford, Dodge and GM, among others, RIDEMAKERZ is poised to build and expand its brand internationally.

“We look forward to the creativity and media expertise of TRG as we launch our new mass market platforms in 2011,” said Larry Andreini, ZEO (CEO) of RIDEMAKERZ. “TRG clearly understands the mission and vision of RIDEMAKERZ and has demonstrated excellence in collaboration, which are essential qualities in any pit crew.”

One of the largest independent public relations and strategic communications firms headquartered on the West Coast, TRG will develop and implement solid public relations programs for RIDEMAKERZ, focusing on traditional and online media outreach for its current offerings and new product rollouts.

About The Rogers Group

The Rogers Group (www.rogerspr.com) provides a full range of strategic communications to business, government and non-profit organizations. Based in Los Angeles, TRG is one of the largest independent public relations/public affairs firms in the West.

###