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RIDEMAKERZ unveils new customizable toy car line inspired by Disney•Pixar's *Cars 2*

(Irvine, CA – June 18, 2011) – RIDEMAKERZ is taking customization of toy cars global with its new line based on the characters from the upcoming Disney•Pixar film, *Cars 2*. Infusing the RIDEMAKERZ passion for authentic car culture, fun and self-expression with the Disney•Pixar's *Cars 2* franchise, RIDEMAKERZ now allows kids to customize the daring Lightning McQueen, best friend Mater, master spy Finn McMissile and Formula Racer Francesco Bernoulli, with such custom options as tires and wheels, blown engines and hood scoops, side pipes, spoilers and much more.

The RIDEMAKERZ *Cars 2* customizable toy car line with the in-store build experience is available exclusively at new interactive Disney Store locations and RIDEMAKERZ Shops, and a differentiated RIDEMAKERZ *Cars 2* Snap 'N' Go line that kids build at home is available exclusively at Toys "R" Us. Kids can build their favorite *Cars 2* characters and then make them their own through individual customization.

"Parents can empower their children to express themselves by customizing their favorite *Cars 2* characters," said Larry Andreini, ZEO (CEO) RIDEMAKERZ. "Kids choose their favorite car, choose their favorite parts, and then trick 'em out any way *they* want. RIDEMAKERZ put kids in the driver's seat, and we see the pride that comes from kids making their very own custom creations."

The Toys "R" Us Snap 'N' Go line offers kids everything they need to "trick-out" their favorite characters from the *Cars 2* movie at home. With character choices including Lightning McQueen, Mater, Finn McMissile and Francesco Bernoulli, each custom car kit includes a *Cars 2* character body as well as a range of accessories.

Built on RIDEMAKERZ's patented customization system, each custom accessory is designed for easy interchangeability and maximum customization across all characters and across the entire line. With additional accessories available, there are nearly endless customization options. Kids can mix and match to create millions of combinations, tricking-out their favorite *Cars 2* characters with snap on spoilers, tires, side pipes, rims and magnetic roof accessories, engines, hood scoops and repositionable decals.

The entire line of Disney•Pixar *Cars 2* toy cars from RIDEMAKERZ is designed for kids ages four and up. For more information, connect with RIDEMAKERZ online at RIDEMAKERZ.com or facebook.com/ridemakerz.

About RIDEMAKERZ

Since its inception in 2006, RIDEMAKERZ has been committed to the importance of play in the positive development of kids. Driven by real-world car culture and a passion for having fun, RIDEMAKERZ inspires self-expression through the creation of one-of-a-kind toy cars or RIDEZ. The brand's intense focus on detail, quality and the joy of creating something unique has won praise from kids, parents, educators, industry leaders and car enthusiasts alike. To learn more, visit RIDEMAKERZ.com.

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