



Contact: Jeff Bachmann
314.471.8344
jeffb@blickandstaff.com

Sara Miller
660.349.9498
saram@blickandstaff.com

RIDEMAKERZ® 2008 FACT SHEET

THE CONCEPT

RIDEMAKERZ® combines the fun and excitement of cars with the hands-on experience of building and customizing a unique 21st century model car – your very own personalized RIDE. The concept taps into America's love of cars and the massive car-customizing movement.

The RIDEMAKERZ experience starts in the ultimate car customizing garage, either online (at RIDEMAKERZ.com) or at a RIDEMAKERZ Shop, where “Customizers” CHOOZE, SONICIZE, MOTORIZED, MOBILIZE, CUSTOMIZE, PERSONALIZE and CRUIZE™ one-of-a-kind RIDEZ. Between the body styles and colors, tires and wheels, lights and sounds, accessories and decals, RIDEMAKERZ estimates there are more than 649 million possible combinations, not including individual decal placement.

Instead of just buying a toy, Customizers build their RIDEZ using their imagination and “engineuity.” Parents and kids can share a bonding experience by going online or visiting a Shop and building a RIDE together. With licensing deals from a number of car companies, Customizers can pick from hot models like the Ford Mustang, Dodge Challenger, Ford F-250 SuperChief, Dodge Ram, Scion xB, MINI Cooper S and the new Dodge Viper, as well as retro hot rods, fire engines, race cars, and cab-over tow and dump trucks. The durable, molded plastic cars and trucks assemble quickly and easily with snap-in, snap-on parts that need no glue. And there's even more fun that comes with customizing and tricking out the RIDE.

RIDEZ are priced from \$12 to \$29, depending on body and paint scheme selected. Radio remote-control can be added for an additional \$25 and custom accessories range in price from \$2.50 for grille guards, spoilers and hood scoops to \$5 for a set of monster tires and chassis; \$10 for a street-glow light kit to \$15 for a deluxe “muscle kit” that includes a blown engine, spoiler, side pipes, muffler tips and roof vent. RIDEZ measure 10 to 12 inches long, about the size of a shoebox, and range from approximately 1:14th to 1:20th scale.

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Add One

HOW TO MAKE A RIDE AT RIDEMAKERZ

Customizers who visit RIDEMAKERZ, either online or at a physical shop, enter a dream car-customization garage where they can find all the parts they need to personalize their car. There are so many body styles, engines, parts and decals that each Customizer will emerge with a RIDE that is unique. The journey toward making a dream car begins with:

CHOOZE

Customizers pick from nearly 70 body and paint styles. Models come in a variety of eye-popping colors and designs, along with stock treadz and wheelz and most have soundz and working headlights and taillights. Then it's time to pick a chassiz – either Street or Monster.

SONICIZE

Customizers select from dozens of RIDESOUNDZ™ that jam in a variety of fun ways, including: electric guitars, city beats, sirens, whistles, squealing tires and revving engines.

MOTORIZE

Now it's time to choose Free-Wheel or Radio-Control.

MOBILIZE

Here Customizers select wheelz and treadz, and then build their RIDEZ in the RZ Pit Challenge™, a timed and age-handicapped race against the clock.

CUSTOMIZE

Customizers can add specialty lights, spoilers, side pipes, hood scoops, blown engines, roll bars, decals and much more.

PERSONALIZE

After tricking out their RIDEZ, Customizers create a personalized license plate and receive their own Certificate of Title and unique RIDE Identification Number (RIN) which can be used to view and interact with their RIDE online at RIDEMAKERZ.com.

CRUIZE™

Customizers load their RIDEZ into the RZ CRUIZECASE™ and head out for a spin.

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RIDEMAKERZ PARTNERS

Chip Foose, the legendary car designer and host of The Learning Channel's (TLC), *Overhaulin'*, is working with RIDEMAKERZ as an adviser and investor.

RIDEMAKERZ has agreements with Ford Motor Company to offer the Ford Mustang and the Ford F-250 Super Chief Alternative Fuel Concept Truck and has an agreement with Dodge and HEMI, trademarks of Chrysler, LLC., to offer the Dodge Ram, the Dodge Challenger and the Dodge Viper. In addition, RIDEMAKERZ features officially licensed RIDEZ from Scion (Scion xB), a marquee of Toyota Motor Sales, USA, Inc., and MINI (MINI Cooper S), a division of BMW of North America, LLC.

Build-A-Bear Workshop® was an early investor in RIDEMAKERZ and also has shared key infrastructure components. RIDEMAKERZ, which opened its first store in June 2007, is benefiting from the interactive retailer's well-developed logistics, warehousing and supply chain management systems, as well as state-of-the-art point-of-sale systems, interactive in-store technology and e-commerce capabilities. In addition, it is learning from the teddy bear maker's selection of mall locations and also has access to its world-class associate training programs, which are at the core of the Guest experience.

LOCATIONS

RIDEMAKERZ Shops can be found at Broadway at the Beach in Myrtle Beach, S.C.; Mall of America in Bloomington, Minn.; Spotsylvania Towne Center in Fredericksburg, Virg.; Castleton Square Mall 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, in Novi, Mich., and Great Lakes Crossing in Auburn Hills, Mich. RIDEMAKERZ will open at Branson Landing on May 31, at Fox River Mall in Appleton, Wis., on June 14 and Baybrook Mall in Friendswood, Texas on June 28.

THE WEBSITE

At RIDEMAKERZ.com, Customizers can enjoy the virtual experience of building RIDEZ. RIDEZ customized and purchased online are shipped with a special RIDEMAKERZ tool, so Customizers can have the experience of building them at home (within minutes). Online, Customizers can trick out virtual RIDEZ for free and e-mail them to friends, learn about car history and alternative fuels in the RIDERZ ED section, join the RIDEMILEZ CLUB to be among the first to receive RIDEMAKERZ information and special offers, and watch videos featuring, among others, Chip Foose. The website will soon add online games and community elements. RIDEMONEY™ Gift Cardz also are available online to allow Customizers to visit RIDEMAKERZ Shops or the website and make their own choices.

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Add Three

THROW A BASH

Customizers can celebrate their birthdays or any big event with a RIDEMAKERZ BASH™ at RIDEMAKERZ. Party planners can build a SUPERCHARGED BASH to fit any budget, large or small. Guests can build a car starting at \$12 per person. Prices can be customized depending on the kind of RIDE selected for the party.

RIDEMAKERZ ZEO

Larry Andreini drives RIDEMAKERZ as founder and ZEO. Throughout his career, Larry has specialized in bringing together strategic partners to move business ideas from concept to reality. At the age of 25, Larry founded START, a first-of-its-kind customer loyalty program where he partnered with Met Life and NationsBank (now Bank of America), both of which were strategic investors. He went on to be part of Simplicity, a telecommunications exchange where he implemented more than 20 partner programs, including investments and strategic partnerships with technology and retail giants Microsoft and Best Buy. A graduate of the University of Notre Dame, Larry was a member of the Fighting Irish football team and a two-time heavyweight Bengal Bout boxing champion.

RIDEMAKERZ MISSION

RIDEMAKERZ mission is to have great fun making cool RIDEZ – with the ultimate vision of contributing to the positive development of kidz. RIDEMAKERZ is about the joy and fun of creating something great, something artistic, something unique and original. The RIDEMAKERZ experience is specifically designed to: provide choice, unleash creativity, foster confidence, encourage collaboration, and instill a sense of community.

RIDEMAKERZ AWARDS

RIDEMAKERZ recently received first place for “Best Attraction Retailing” in Chain Store Age magazine’s Retail Store of the Year Awards and was just named one of the “Hottest Retailers” in 2008 by The International Council of Shopping Centers, Inc. (ICSC). RIDEMAKERZ received the award for its innovative retail concept during ICSC’s Global Retail Real Estate Convention on May 20 in Las Vegas, Nevada.

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