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America's Newest Car Company Unveils Hybrid Fueled by the Internet

RIDEMAKERZ® shifts into high gear with combination of real and virtual model car-building, customizing and racing activities that fuel new playing, learning and sharing opportunities for boys and their families

St. Louis, MO (April 16, 2009) – Today one of the most anticipated virtual worlds for kids, RIDEMAKERZ, officially shifts from test drive into high gear, allowing kids everywhere to take the wheel and spin into action at <http://play.ridemakerz.com>. The first-of-its-kind experience combines authentic cars, next gen technology, super-charged games, and engaging and educational activities that fuel a whole new world of online and offline play focused on America's fascination with cars.

The online experience builds on the popular real world experience that kids have had with RIDEMAKERZ since it launched in May of 2007, customizing modern-day model cars and trucks, and learning about cars at home or at a RIDEMAKERZ SHOP. THE RIDEMAKERZ Virtual Experience adds a whole new engine revved up for personalized play options. Upon entering, "Customizers" express themselves by tricking out a RIDE with authentic body styles and paint schemes, tires and wheels, lights and sounds, and custom decals and accessories. Online and off, there are more than 649 million combinations! These personalized RIDEZ are how kids travel through three virtual regions:

- ⊗ The Open Road, where RIDEZ cruise around and hang at a rest stop to watch videos of real car culture activities, such as Big Foot crushing real cars and a Viper motorcade
- ⊗ Scrap Gulch, a custom parts and car hunter's dusty paradise that was inspired by the real world "Iron Triangle" in Queens, New York
- ⊗ RZ Motor Speedway, a futuristic race track

Within each region are a variety of racing, adventure and strategy games fine-tuned based on feedback from some of the more than 5000 RIDE enthusiasts who test drove the site prior to national launch. Additional games are in development and several are slated for release this Summer.

RIDEZ can be designed for either "SHOW" or "GO." Players can design their RIDE to look cool and show off. And, as typically only found in console games and sophisticated online multiplayer games, partz have been given performance attributes. So the different engines and treadz actually affect the RIDEZ' handling and performance in games. The more competitive the RIDE and Player, the greater chance to earn points that can be redeemed for specialized parts and powerups that ultimately unlock different and more challenging games.

The site also offers educational opportunities. A "RIDERZ ED" section teaches about the history of the automobile, the design and manufacturing process, custom car culture and alternative fuels. It also incorporates videos, so kids can see how cars are designed and then receive customizing tips from Chip Foose, star of The Learning Channel's (TLC) hit show "Overhaulin'" and an advisor to RIDEMAKERZ.