



FOR IMMEDIATE RELEASE

RIDEMAKERZ™ REVS ONTO RETAIL SCENE Car-Making Shop Leverages Strategic Partnership with Build-A-Bear Workshop to Drive for Success

ST. LOUIS (May 29, 2007) — Fun is about to go into overdrive. RIDEMAKERZ™, the first-ever car-customizing experience for kids from six to 106, will open its first shop June 1 at Myrtle Beach, South Carolina's Broadway at the Beach. The concept is inspired by Build-A-Bear Workshop®, the leader in experiential retailing, and taps into America's love of cars and the massive car-customizing movement.

The RIDEMAKERZ experience invites guests, or "Customizers," into the ultimate car-customizing shop where they can CHOOZE, SONICIZE, MOTORIZE, 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 649,000,000 possible combinations, not including individual decal placement.

"The RIDEMAKERZ experience is pure fun, and the process is designed to spark creativity, encourage collaboration and build confidence," says RIDEMAKERZ ZEO (CEO) Larry Andreini.

In addition to creating a unique and valuable concept, RIDEMAKERZ has also created a unique and valuable business structure through its strategic partnership with Build-A-Bear Workshop®. Build-A-Bear Workshop was an early investor and has also shared key infrastructure components.

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RIDEMAKERZ™ REVS ONTO RETAIL SCENE/Add One

“Our partnership with Build-A-Bear Workshop allows us to fire on all cylinders from the very start,” says Andreini.

RIDEMAKERZ is benefiting from a decade of 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, they are learning from the teddy bear maker’s selection of mall locations, and also have access to Build-A-Bear Workshop’s world-class associate training programs, which are at the core of the guest experience.

“It is rare that a start-up company can enter the marketplace with this much horsepower,” says Andreini. “We’re a new company with a ten-year, best-in-class infrastructure.” RIDEMAKERZ will open four Shops in its first year including one in Mall of America in Bloomington, Minn.

“Our business partnerships approach is a $1 + 1 = 10$ formula; there is a natural synergy between RIDEMAKERZ and Build-A-Bear Workshop,” said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. “Partnerships are all about working together to create something bigger and better than you could on your own.”

While Build-A-Bear Workshop has inspired the retail entertainment experience, the car culture has inspired everything from the shop design to the smallest automotive details. The durable, molded plastic cars and trucks have been designed with great care. Styles range from a red Fire Engine to a flat-black retro Hot Rod inspired by legendary car designer Chip Foose. The line also includes race cars, pick-ups, and concept cars and trucks.

RIDEMAKERZ has agreements with Ford Motor Company to offer the Ford Mustang and the Ford Super Chief Alternative Fuel Concept Truck, and Dodge, a trademark of the DaimlerChrysler Corporation, to offer the Dodge Ram and the Dodge Challenger Concept car.

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RIDEMAKERZ™ REVS ONTO RETAIL SCENE/Add Two

Customizers can have the complete RIDEMAKERZ experience and leave the shop with a car ranging in price from \$12 to \$28, depending on body and paint style chosen. Radio remote control can be added for an additional \$25, and custom accessories range in price from \$2.50 for grill guards, spoilers and hood scoops to \$5 for a set of monster tires and chassis to \$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. With more than half-a-billion combinations, there is a tricked-out RIDE for everyone’s budget. RIDEZ measure approximately 10 to 12 inches long, about the size of a shoebox, and right around 1/18th scale.

Chip Foose, the legendary car designer and host of The Learning Channel’s (TLC), *Overhaulin’*, is also working with RIDEMAKERZ. “This project is close to my heart,” says Foose. “I learned about car-customizing from my Dad, and now I get to help pass that experience on to fathers, sons and families across America.” Foose will be on hand to open the first RIDEMAKERZ shop in Myrtle Beach and also serves as an advisor to the company.

RIDEMAKERZ’ marketing even nods to the car culture. Directional signs on the floor caution Customizers to travel in the right direction or risk “severe sneaker damage.” RIDEMAKERZ also makes tongue-in-cheek claims about their cars such as the ability to go from 0- 60 FEET in 3.5 seconds, and superior handling when cornering around chair legs. RIDEMAKERZ even provides a “No Lemon Guarantee.”

The company’s Web site has also been designed with cool in mind. On the site, Customizers can design RIDEZ, learn about the history of cars, find out about alternative fuels, schedule parties and find shop locations. RIDEMAKERZ.com will begin e-commerce on June 1.

About RIDEMAKERZ™

RIDEMAKERZ mission is to have great fun making cool RIDEZ – with the ultimate vision of contributing to the positive development of kidz. Inspired by Build-A-Bear Workshop®, a partner and investor in the concept, RIDEMAKERZ is about the joy and fun of creating something great, something artistic, something unique and original. Visit RIDEMAKERZ.com for more information.

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