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**WESTGATE CITY CENTER REVS UP FOR ARIZONA'S
FIRST-EVER RIDEMAKERZ®**

**Legendary Car Customizer Chip Foose Helps Launch New Car-Customizing Experience
for Kidz – Raises Money for Big Brothers Big Sisters of Central Arizona**

(GLENDALE, Ariz. Oct. 6, 2008) – Fun is about to go into overdrive. On Saturday, Oct. 25, the Valley's first-ever [RIDEMAKERZ®](#) will open at [Westgate City Center](#) in Glendale, Ariz.

The car-customizing experience where kidz from 6 to 106 create cool one-of-a-kind RIDEZ was named a 2008 "Retail Store of the Year" by *Chain Store Age* magazine and one of the "Hottest Retailers" in 2008 by The International Council of Shopping Centers, Inc. (ICSC). The concept, which was inspired by [Build-A-Bear Workshop®](#) and the massive car-customizing movement, will be unveiled to Westgate City Center by RIDEMAKERZ ZEO Larry Andreini, Chip Foose, legendary car customizer and host of TLC's hit show *Overhaulin'* and Big Brothers Big Sisters of Central Arizona Vice President of Development and Marketing Amanda Crossland.

"We are very excited to bring this fun experience to Westgate City Center. RIDEMAKERZ combines the fun and excitement of cars with the hands-on experience of creating your very own one-of-a-kind RIDE," said Larry Andreini, RIDEMAKERZ ZEO. "There are more than half-a-billion possible ways to customize a RIDE, and that doesn't even include individual decal placements. There's simply nothing like it. We hope the community will come out to help us celebrate."

Foose, an award-winning car customizer and TV personality, serves as an advisor and spokesperson for RIDEMAKERZ.

“I started designing and building cars with my father when I was a kid, and RIDEMAKERZ has it right,” said Chip Foose, host of TLC’s hit show *Overhaulin’*. “Their commitment to the authenticity of the car culture combined with their hands-on approach to family entertainment makes this truly unique. I absolutely had to be part of this concept.”

The Shop officially opens at Westgate at 11 a.m. on Saturday morning, October 25 with a chain-cutting ceremony led by Andreini, Foose and Crossland. After the morning opening, Foose will hold an autograph signing at the Shop from 11:30 a.m. to 2 p.m. and 4 p.m. to 6 p.m.

"Westgate is proud to welcome another trailblazing consumer experience to the Phoenix Market," related Steve Ellman, Chairman and CEO of The Ellman Companies. "Ridemakerz is a wonderful, family-friendly retail and entertainment option that joins our great lineup at Westgate, offering more of everything for everybody."

As part of its commitment to kidz and the community, RIDEMAKERZ has partnered with [Big Brothers Big Sisters of Central Arizona](#) (BBBS) and will present the organization with a \$1,000 donation at the grand opening ceremony. BBBS members participating in the ceremony will get the chance to build their very own free RIDEZ.

RIDEMAKERZ will also challenge Valley Customizers™ to help drive up that donation. **Each RIDE purchased during grand opening weekend will result in an extra \$1 gift to Big Brothers Big Sisters.**

“Big Brothers Big Sisters, like RIDEMAKERZ, values how collaboration, creativity and play can contribute to a child’s development,” said Amanda Crossland, vice president of development, Big Brothers Big Sisters of Central Arizona. “We’re excited to be part of the celebration.”

To add to the excitement, RIDEMAKERZ will be showcasing its Dream Collection, a first-of-its-kind collection of 14 different RIDEZ (1:14th to 1:20th scale) personally customized by Foose

himself. Glendale will be the first stop as they tour the country stopping at several RIDEMAKERZ Shops, as well as major car events such as SEMA in Las Vegas and Houston's Autorama. The RIDEMAKERZ Dream Collection will then be put on the auction block early next year to benefit the Progeria Research Foundation.

In addition, a Grand Opening Special Edition 08' Dodge Challenger RIDE with an Arizona paint scheme will be available exclusively to Phoenix-area Customizers. Only 50 will be available for purchase at Westgate City Center in Phoenix. RIDEMAKERZ.COM will sell a limited-edition version of this special RIDE.

BUILD YOUR RIDE™

Each guest, or "Customizer™," begins by choosing from dozens of body and paint styles, including such classics as the Ford Mustang GT, Dodge Ram Pick-Up, Dodge Challenger, Dodge Viper, Scion xB or MINI Cooper S. They then select either a Street or Monster chassis that can be Freewheel or Radio-Control before proceeding to build their RIDEZ in a race against the clock in The RZ Pit Challenge™. Next, they personalize their RIDEZ with specialty tires and wheels, lights and sounds, and other accessories such as spoilers, side pipes, engines, roll-bars, decals and much more.

After building and customizing their RIDEZ, Customizers create a personalized license plate and receive their own Certificate of Title with a unique RIDE Identification Number (RIN), which can be used to view and interact with their RIDE online at RIDEMAKERZ.COM. When finished, Customizers load their RIDEZ into the RZ CRUIZECASE™ and head out for a spin.

Customizers can have the complete RIDEMAKERZ experience and leave the Shop with a RIDE ranging in price from \$12 to \$29, depending on body and paint style chosen. Radio 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 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 and range from approximately 1:14th to 1:20th scale.

Additionally, no matter where you are in the country, RIDEMAKERZ.COM extends the car-customizing fun. 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 or join the RIDEMILEZ CLUB to be among the first to receive RIDEMAKERZ information and receive special offers. RIDEZ and accessories also can be purchased at RIDEMARKEZ.COM. RIDEZ purchased online are shipped unassembled so Customizers can have all the fun of building the RIDEZ at home (in minutes). RIDEMONEY™ Gift Cardz are also available online.

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. RIDEMAKERZ received first place for “best attraction retailing” in Chain Store Age magazine’s Retail Store of the Year Awards and was named one of the “Hottest Retailers” in 2008 by The International Council of Shopping Centers, Inc. (ICSC).

About Westgate City Center

[Westgate City Center](#) is the creation of [The Ellman Companies](#) – a visionary, international real estate corporation dedicated to the development of the extraordinary. Westgate City Center is one of the largest and most exciting new urban developments in North America. Westgate is a super-regional destination, which will ultimately include up to eight million square feet of shopping, dining, entertainment, residences, parks, and office space – in an area equivalent to about 45 Manhattan city blocks. Several world-class facilities are now adjacent to the Center. Jobing.com Arena is home to the NHL Phoenix Coyotes and also ranks among the top 20 concert venues in the nation in ticket sales. Next door, the University of Phoenix Stadium houses the NFL Arizona Cardinals and Tostitos Fiesta Bowl, plays host to BCS College Football

Championship Games and was the site of the 2008 Super Bowl. Westgate City Center also features a new, 320-room Marriott Renaissance Hotel and 4,000-seat, 20-screen AMC multiplex cinema. For more information, visit www.westgatecitycenter.com.

About Big Brothers Big Sisters of Central Arizona

Since 1955 Big Brothers Big Sisters of Central Arizona has provided support, guidance, friendship and fun by matching children to volunteer mentors. Our mission is to help children realize their potential through professionally supported one-to-one relationship with volunteers who care about them. For more information about how we are changing what it means to grow up in our community, head to our website, www.bbbsaz.org.

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