



**BUILD-A-BEAR WORKSHOP® WHERE BEST FRIENDS ARE MADE®, TO OPEN at Square One Mall in BOSTON on August 29th!**

August 27, 2003

ST. LOUIS, MO (August 27, 2003) - Build-A-Bear Workshop®, Where Best Friends Are Made®, announced is opening a store at Square One Mall on Friday, August 29th. After opening the premier store in St. Louis, MO with resounding success in 1997 and then in cities throughout the United States in over the last six years, Build-A-Bear Workshop is now bringing its unique entertainment retail concept to its sixth location in Boston, MA.

Build-A-Bear Workshop is based on the premise that nearly everyone, regardless of age, has a special fondness for stuffed animals. At Build-A-Bear Workshop, visitors, or Guest Bear Builders<sup>sm</sup>, create their own stuffed animals as they "choose, stuff, stitch, fluff, name and dress" their way through a series of bear-making stations. A variety of inventive bear merchandise is also available, including hundreds of coordinating outfits and accessories for all beary special occasions.

With existing store locations at Burlington Mall, Natick Mall, South Shore Plaza, Northshore Mall, and Emerald Square, Chief Executive Bear Maxine Clark is looking forward to opening a sixth Boston store. She notes, "Our plan is always to open in the premier malls across the country, and we will continue this approach as we open at Square One Mall. We have had many Guests who have visited our other Boston locations ask us when we will be opening in their community. Now, we will be able to reach even more of our friends in the Boston area and we are thrilled to be there."

Build-A-Bear Workshop aims to continue its aggressive expansion plan nationally to such new markets as Richmond, VA, Columbia SC, and Akron and Dayton, OH, as well as internationally. The company has been planning its global strategy for the past several years, and is opening stores in Japan, United Kingdom, Australia and Canada symbolizing a natural extension of its international business growth.

Build-A-Bear Workshop® is an interactive, entertainment mall-based retailer that invites Guests of all ages to create their own customized stuffed animals. The company continues to redefine the concept of mall-based entertainment retail and in doing so, has been recognized by the retail industry with numerous awards including: National Retail Federation's International 2001 Retail Innovator of the Year and ZD Net Interactive's 2001 Best Places to Work. Build-A-Bear Workshop currently operates 139 stores nationwide with a very successful e-commerce business and will have over 150 stores in 36 states by the end of 2003, including four locations across Canada. Build-A-Bear Workshop is the innovator and leader of the make-your-own-stuffed animal concept for mall-based retailing. The premier store opened in Saint Louis Galleria in October 1997. For more information, call (888) 560-BEAR or visit the company's award-winning web site at [www.buildabear.com](http://www.buildabear.com).