



BUILD-A-BEAR WORKSHOP® Opens at Florence Mall In Florence, KY on September 19th!

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HUNDREDS OF TEDDY BEARS TO BE STUFFED & FLUFFED FOR CHILDREN AT LOCAL CHILDREN'S HOSPITAL ON SEPTEMBER 20th

ST. LOUIS, MO (September 12, 2003) - Build-A-Bear Workshop®, Where Best Friends Are Made®, is opening a store at Florence Mall on Friday, September 19th. After opening the premier store in St. Louis, MO with resounding success in 1997 and then in cities throughout the United States over the last six years, Build-A-Bear Workshop is bringing its unique entertainment retail concept to Florence, KY.

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 Builderssm, 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.

Hosted by Build-A-Bear Workshop®, Stuffed with Hugs invites children of all ages to come to Build-A-Bear Workshop on Saturday, September 20th and make a bear for free. Two hundred bears will be donated to a local children's Hospital. By participating in Stuffed with Hugs, children can help other children in need. The hug of a Teddy Bear can bring a smile to any child who is facing difficult circumstances.

The purpose of Stuffed with Hugs is to give children a chance to help others according to Chief Executive Bear Maxine Clark, "Build-A-Bear Workshop is a store for, and about, kids and Stuffed with Hugs has allowed kids to put smiles on the faces of tens of thousands of other children. It is a simple, yet significant way for kids to help other kids and make a difference."

On May 17th, 2003, the third annual Stuffed with Hugs Day took place at Build-A-Bear Workshop locations across the country. Through this effort, over 17,000 teddy bears were made by children and donated to local children's hospitals across the country. Each time a new Build-A-Bear Workshop opens, a Stuffed with Hugs event is held to benefit the community. Since Stuffed with Hugs began in 2001, Build-A-Bear Workshop has donated more than 75,000 bears to worthy causes in cities all across America.

With an existing store location at Kenwood Towne Centre, Chief Executive Bear Maxine Clark is looking forward to opening the second store in the area. 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 Florence Mall. We have had many Guests who have visited our other Florence area locations ask us when we will be opening in their community. Now, we will be able to reach even more of our friends and we are thrilled to be there."

Build-A-Bear Workshop aims to continue its aggressive expansion plan nationally to such new markets as Destin, FL Columbia SC, and Akron, 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 143 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.