



BUILD-A-BEAR WORKSHOP® Opens at Fashion Show Plaza

October 1, 2003

HUNDREDS OF TEDDY BEARS TO BE STUFFED & FLUFFED FOR CHILDREN AT SUNRISE CHILDREN'S HOSPITAL ON OCTOBER 18th

ST. LOUIS, MO (October 1, 2003) - Build-A-Bear Workshop®, Where Best Friends Are Made®, is opening a store at Fashion Show Plaza on Friday, October 17th. 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 again bringing its unique entertainment retail concept to Las Vegas.

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, 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, October 18th and make a bear for free. Two hundred bears will be donated to Sunrise 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 Desert Passage, 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 Fashion Show Plaza. We have had many Guests who have visited our other Las Vegas area location 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 here."

Build-A-Bear Workshop continued its aggressive expansion plan nationally by opening in new markets this year, including Destin, FL, Columbia SC, Richmond, VA, Lancaster, PA and Dayton 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 the innovator and leader of the make-your-own-stuffed-animal concept for mall-base retailing and currently operates 148 stores in 36 states, and a very successful e-commerce business. The company is the fifth fastest-growing privately held firm in St. Louis and by the end of 2003 there will be more than 150 locations in the USA including four stores in Canada. Build-A-Bear Workshop aims to establish a global brand over the next 5 years, with franchise plans across Europe, the Middle East and the Far East. For more information, call (888) 560-BEAR or visit the company's award-winning web site at www.buildabear.com.