



BUILD-A-BEAR WORKSHOP® Opens at Coral Square

October 22, 2003

ST. LOUIS, MO (October 22, 2003) - Build-A-Bear Workshop®, Where Best Friends Are Made®, is opening a store at Coral Square on Friday, October 24th. 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 Fort Lauderdale, Florida.

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.

With an existing store location at The Gardens of the Palm Beaches, Chief Executive Bear Maxine Clark is looking forward to opening a second Fort Lauderdale area 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 Coral Square. We have had many Guests who have visited our other 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 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, Korea, 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 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 153 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.