



## **Build-A-Bear Workshop, Inc. to Be Added to the Russell 2000 Index**

December 15, 2004

ST. LOUIS--(BUSINESS WIRE)--Dec. 14, 2004--Build-A-Bear Workshop, Inc. (NYSE:BBW), which completed its initial public offering ("IPO") on October 28, 2004, today announced that the Russell Investment Group has reported that Build-A-Bear Workshop(R) will be added to the Russell 2000(R) Index. The addition of Build-A-Bear Workshop to the index will occur when the Russell Investment Group reconstitutes its family of 21 U.S. indexes on Friday, December 17, 2004.

Produced by the Frank Russell Company, the Russell 2000 index is a subset of the Russell 3000(R), which measures the performance of the 3000 largest U.S.-based companies ranked by market capitalization. The Russell 2000 is an index of the 2000 smallest companies on the Russell 3000 list, offering investors access to the small-cap segment of the U.S. equity universe.

About Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, with fiscal 2003 revenues of \$214 million, is the leading and only national, company providing a "make your own stuffed animal" interactive retail-entertainment experience. As of December 10, 2004, the company operated 170 stores in 40 states and Canada and had 12 franchised stores internationally, all under the Build-A-Bear Workshop brand. In November 2004, the company opened two Friends 2B Made(R) stores, the newest concept launch from Build-A-Bear Workshop. For more information about our company and its products call (888) 560-BEAR (2327) or visit the company website at [www.buildabear.com](http://www.buildabear.com).

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SOURCE: Build-A-Bear Workshop, Inc.