



Build-A-Bear Workshop® Recognizes Layton, UT Teen as a Huggable Hero

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Toys for Teens program started by Brooke Robison

ST. LOUIS, MO, (December 2004)- Most parents today work hard to encourage and teach good values to their children as they grow up. In some instances, the child grows up to become someone exceptional. One such example of this is 16-year-old Brooke Robison who has been named a Build-A-Bear Workshop Huggable Hero

Neal Robison nominated his daughter, Brooke, to celebrate her positive influence on her community. "Brooke is the type of kid who is always out there righting the wrongs in the world," he said. "She has a huge heart and is one of the few people I know that acts on her feelings of compassion instead of just saying 'I really should...' To see a teenager so selfless is a rarity and I felt like a little recognition of her efforts would help her see what a remarkable impact she is having on the world."

Brooke, a junior at Layton High School, grew up devoted to the United States Marine Corps "Toys for Tots" program, singing for donations at Christmas. "I felt like it was my way to donate since I was a kid and couldn't make much money or anything," Brooke said. "As I got older, the Marines told me that they always run out of gifts for teenagers. They serve teens up to 15-years-old. I knew some kids that benefited from the program and I felt like I could step up and help."

She began contacting schools and organizations that worked with teenagers in the fall of 2003 to recruit donations and assistance, because, "I knew teens would know better than anyone else what other teens would like, so who better to recruit for donations!" Her spirit was contagious and many of her peers jumped in to help. She was her own chief operating officer, accountant and press secretary, managing relationships with the Marines and drop-off sites, keeping track of donations and securing her own press coverage.

While the initial effort was extremely successful, Brooke is not resting on her laurels. "This year we are setting up a Toys for Teens Youth Council where a youth from every participating high school will work Add One/Huggable Heroessm National Announcement together coordinating events and giving updates on progress," she said. "Other tasks for this year include recruiting more schools to help increase donations."

Build-A-Bear Workshop® created the Huggable Heroessm program to recognize and honor young heroes across the country that have made a difference in their own neighborhoods, schools and communities by giving of themselves to others.

Brooke is one of 10 exceptional children in addition to five outstanding groups of kids to be chosen as Huggable Heroes. This program is in its first year and is extremely important to Build-A-Bear Workshop. "We have always believed that it takes a village to raise a bear and these young people are shining examples of what hard work and commitment can accomplish. We are extremely proud of them, the leadership they have

demonstrated and the ways in which they have improved the lives of those in their community," said Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop. "Each child and group presents an inspirational story, and along with those who nominated them, we are honored to be able to recognize their efforts and dedication to the causes and programs they have supported. They are all truly amazing."

Brooke's father agrees. "I have a hard time expressing how pleased I am at Brooke's selection," Neal said. "As parents, we try and guide our children along the right path. A program like this reinforces the worthy efforts of these young people and will give them the encouragement they need to always make their communities a priority as they grow into adulthood. These kids, scattered throughout many regions, will take this reinforcement home and put it to work in their communities. Through this program, and the lives it touches all over the globe, Build-A-Bear Workshop is truly changing the world."

Brooke will be showcased nationally in the 2005 Build-A-Bear Workshop Huggable Heroes calendar, which will be available free in Build-A-Bear Workshop stores in late December. In addition Build-A-Bear Workshop will make a donation to Toys for Teens in Brooke's name and her achievements will be celebrated in her hometown.

About Build-A-Bear Workshop

Build-A-Bear Workshop is an interactive, entertainment mall-based retailer that invites Guests of all ages to create their own customized stuffed animals through an exciting bear-making process. The first store opened in St. Louis, Missouri, in 1997, and the company now operates over 160 locations in the USA with four stores in Canada. Build-A-Bear Workshop opened its first international store in Sheffield, England in the fall of 2003, recently opened stores in Japan, Korea and Denmark and plans to open its first store in Australia later this year, making it the global leader in the teddy bear business. Based on a survey compiled by Shopping Centers Today, a publication of the International Council of Shopping Centers (ICSC), Build-A-Bear Workshop® was one of six retailers chosen and presented with the ICSC "2004 Hot Retailer Award". For more information on the company and its products call (877) 789-BEAR (2327) or visit the company's award-winning web site at www.buildabear.com.

CONTACT: Build-A-Bear Workshop, Inc.

Investors and Analysts:

Molly Salky, 314-423-8000 x5353

invest@buildabear.com

or

Media:

Jill Saunders, 314-423-8000 x5293

jills@buildabear.com