



Build-A-Bear Workshop Welcomes Santa and the Arkansas State Troopers to Park Plaza Mall

November 10, 2004

ST. LOUIS, November 10, 2004 -- On Friday, November 12 from 7 p.m. to 9 p.m., Build-A-Bear Workshop will be welcoming Santa to Park Plaza in Little Rock, Arkansas. In addition to hosting Santa's arrival, Build-A-Bear Workshop will help celebrate the season by donating 250 Centennial IV bears to The Arkansas State Police Association Trooper Teddy Program, which benefits the Arkansas Children's Hospital. The first 250 Guests to visit the store between 7 p.m. and 9 p.m. can participate in this program by writing a personalized message inside a special bear head shaped card which will be given with each of the bears.

During Santa's visit, Guests will receive reindeer antlers to celebrate Santa's visit as well as Rudolph's arrival as the newest Build-A-Bear Workshop stuffed animal, which arrives on November 11th. Bearemy, the Build-A-Bear Workshop Mascot, will also be present to welcome Guests, Santa and the Arkansas State Troopers to Park Plaza. Park Plaza will be distributing jingle bells during the celebration as an added way to get Guests excited about the holiday season.

The Arkansas State Police Association Trooper Teddy Program will deliver the bears to all Arkansas Children's Hospital patients on December 22 2004.

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 170 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, added additional international stores in Japan, Korea, Denmark and Australia in 2004 and plans to open its first store in Taiwan in 2005 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