



BUILD-A-BEAR WORKSHOP® Announces Grand prize winners of Bearemy's Awesome August birthday bash red reveal game and run for the stuffing sweepstakes

October 29, 2004

ST. LOUIS, MO (September 29, 2004) On Saturday, October 9 one very lucky Guest from every Build-A-Bear Workshop® location throughout the U.S. and Canada will have 60 seconds to run through the store and fill a Cub Condo® carrying case with anything they want. Run for the Stuffing is a part of Bearemy's Awesome August Birthday Bash, an international celebration that occurred in all Build-A-Bear Workshop stores. The company is dedicated to providing Guests with fun and interactive in-store experiences and Run for the Stuffing is just one of the many exciting events that Build-A-Bear Workshop offers its Guests.

As part of celebrating the birthday of Bearemy, the Build-A-Bear Workshop mascot, Guests were invited to play Bearemy's Awesome August Birthday Bash red reveal game. Each special game piece revealed a winning message including Build-A-Party® certificates, Build-A-Bear Workshop animals and even the chance to win a four day, three night trip for four. The Ross Family, from Indianapolis, is this years grand prize winner and has been awarded an all expense paid family vacation. "Winning the grand prize was great and is a wonderful opportunity for us. Our entire family, my mom, wife, and daughter are looking forward to experiencing this together," said Mr. Ross.

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