



Build-A-Bear Workshop® Offers Holiday Gifts for Family and Friends That Also Benefit Charitable Causes

October 26, 2004

ST. LOUIS, MO - October 26, 2004 - A gift that gives twice. That's what Build-A-Bear Workshop is offering Guests this year. Through furry friends that help, Guests can find the pawfect solution for a one-of-a-kind gift for friends and family and make a difference in their communities at the same time. When Guests buy specific furry friends, a portion of the proceeds go directly to a charitable organization. Visit any Build-A-Bear Workshop store, or www.buildabear.com, to find out more about these giving stuffed animals and to create a personalized gift that will put a smile on the faces of loved ones this holiday season.

Some of the furry friends that help are:

" Bearemy's Kennel Pals - Build-A-Bear Workshop donates a portion of the proceeds from the sale of each full-sized Bearemy's Kennel Pals friend to local animal shelters, stray pet rescue and rehabilitation organizations and other domestic pet programs. Money raised through the sales of these animals is directly granted to local shelters and animal programs in the United States and Canada on a quarterly basis.

" 16" Read Teddy - A portion of the proceeds from each purchase of Read Teddy is donated to First Book to provide new books to children from low-income families. Read Teddy also supports other literacy organizations around the country.

" 14" Nikki's Bear II, 2nd in a series - A portion of the proceeds from the sale of Nikki's Bear II will be distributed through the Build-A-Bear Workshop Foundation to fund children's health and wellness programs. Specifically money will be donated to support pediatric cancer research and the Juvenile Diabetes Research Foundation (JDRF). Nikki's Bear is named after Nikki Giampolo who lost her life to cancer at the age of 15. Nikki had a passion for teddy bears and spread her love by giving bears to those around her.

" World Wildlife Fund Collectibear Friends - Build-A-Bear Workshop® is proud to partner with World Wildlife Fund (WWF) by donating a portion of the proceeds to WWF for each World Wildlife Fund Collectibear® friend purchased. This donation supports WWF's efforts in protecting endangered animals and their habitats. "Our Guests are always looking for ways to give back to their communities, especially during the holiday season," said Build-A-Bear Workshop Founder and Chief Executive Bear Maxine Clark. "At Build-A-Bear Workshop, our shoppers can create personalized, unique gifts for everyone on their gift list and have the satisfaction of knowing that a portion of their money is going to a charitable cause."

After choosing the perfect furry friend, the next step is to dress it in the latest bear wear. There are hundreds of fashions and accessory combinations to choose from, or go with one of the many outfits available at Build-A-Bear Workshop:

" Patriotic: For those with loved ones in the armed forces, Guests can dress their stuffed animal in one of several beary special military or patriotic uniforms.

" Professional Bears: For the career-minded person in your life, dress their animal in clothing reflecting their own special style including scrubs with mask and shoes, firefighter and police uniforms.

" Nature Lover: If your recipient would rather spend time outside, dress their animal in special outdoor gear. Don't forget to include the Build-A-Bear Workshop fishing equipment or gardening set specially made for a new furry friend.

" Sports Fan: Create a stuffed animal to show off this sports fan's favorite activity. From officially licensed NBA and Major League Baseball uniforms to soccer uniforms, hockey jerseys and football uniforms, there's something for every sports fanatic.

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 five 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 stores in France and 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.

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