



The Retail Leader of Make-Your-Own Stuffed Animals Opens the First Ever Friends 2B Made® Store in Pittsburgh

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Guests invited to It's Hip 2 Help™ to make a free doll for Toys for Tots

ST. LOUIS, MO (October 19, 2004) - Friends 2B Made®, the newest retail concept from Build-A-Bear Workshop®, the award winning retailer of interactive shopping experiences, is opening its first store in Pittsburgh, PA at The Mall at Robinson on Thursday, November 11. The new Friends 2B Made store is the first to open with completely unique Friends 2B Made products, décor and colorful fixtures.

The store gives Guests the opportunity to make their own fun fashionable friend through an exciting doll-making process, while creating an emotional bond with their new doll throughout the entire experience. The idea for this concept has been in the making for a long time according to Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop. As Guests stuff their dolls, participate in the heart ceremony, pick out their new friend's personality traits, fashionable clothes and accessories and create a friendship certificate, they will experience the same level of personalized entertainment they are accustomed to having at Build-A-Bear Workshop stores.

Clark is looking forward to opening the first Friends 2B Made store. She notes, "I want to take the best parts of Build-A-Bear Workshop and use these concepts to create a fun place for girls to create their very own doll and best friend. Based on Guest feedback, we believe that the new Friends 2B Made® store will be a great extension of our Build-A-Bear Workshop® brand."

As part of the grand opening, Friends 2B Made invites Guests to visit the store on Saturday, November 13 to participate in It's Hip 2 Help™ to make a doll for free which will be donated to Toys for Tots. To kick off the event, 2004 Basketball Olympic Gold Medalist, Swin Cash, will be at the store from 10-11 a.m. to meet Guests and autograph photos. In addition, she will make the first of two hundred dolls that will be donated to Toys for Tots. It's Hip 2 Help is a Friends 2B Made initiative that gives back to its communities and makes a difference in the lives of children and families who need it most.

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 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.

Friends 2B Made

Friends 2B Made is the newest concept launch from Build-A-Bear Workshop, the entertainment mall-based retail leader. The new doll brand offers Guests not only the chance to make their very own fashionable friends, but also gives them the opportunity to create a special personality for their very own doll! Throughout this interactive process, Guests establish an emotional bond with their doll while having fun choosing from hip fashions and accessories. With sparkly eyes, manicured toes, super hair and most importantly a friendship to last a lifetime, these dolls are the most wonderful friends a girl could ever wish for! Each complete outfit comes with 2 free charms, one for the doll and one for her best friend, enhancing their collectibility and stylish fun! The brand continues to offer the highest quality merchandise, marketing and customer service that the Build-A-Bear Workshop® brand established in 1997. The merchandise is also value priced with dolls at \$12, accessories \$2-\$10 and complete outfits for \$8-\$15. For more information visit www.friends2Bmade.com.