



Build-A-Bear Workshop introduces Nikki's Bear II – 2nd in a series

August 24, 2004

Teddy bear series continues to support children's health and wellness programs

ST. LOUIS, August 24, 2004 -- Build-A-Bear Workshop is proud to announce the arrival of Nikki's Bear II - 2nd in a series, the newest in the series of teddy bears that support children's health and wellness. Beginning August 27, Nikki's Bear II - 2nd in a series will be sold in all Build-A-Bear Workshop stores in the United States and Canada.

For each Nikki's Bear II purchased, a portion of the proceeds is donated to children's health and wellness programs. This weekend, August 27-29, as an added way to promote health and wellness, anyone that purchases Nikki's Bear II will receive "Tips For Beary Good Living." This booklet provides information and fun activities that pertain to safe play, healthy eating and making friends.

Nikki's Bear II is named in memory of Nikki Giampolo who lost her life to cancer in 2002 at the age of 14. Nikki's story inspired the creation of Nikki's Bear in 2003 which was dedicated to her wish of helping children with cancer. This year, building on Nikki's giving nature the Nikki's Bear program has expanded and Nikki's Bear II will not only help support pediatric cancer research but will also help fund research for juvenile diabetes.

"Nikki's Bear sends a message of hope and courage to children dealing with the daily struggles associated with cancer and diabetes," said Maxine Clark, Founder and Chief Executive Bear. "One of our primary missions with this program is to help children maintain normal lives while they struggle with their health issues. We can achieve this by sharing memories of love, hope and laughter through the experience Build-A-Bear Workshop provides."

In a related effort, Build-A-Bear Workshop® introduced its Huggable Heroessm program earlier this year. Huggable Heroes is a company-wide initiative to support youth who volunteer in their local communities. As a result of this program, young people across the country are being recognized for making a difference in their own neighborhoods, schools and communities in many philanthropic areas including children's health and wellness. Additionally, Build-A-Bear Workshop stores are selling purple satin hearts for \$1 in September, to support pediatric cancer research and in November to benefit juvenile diabetes research.

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 and recently opened stores in Japan, Korea and Denmark. The company is on track to open more international stores this year including its first store in France and Australia, 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.