



BUILD-A-BEAR WORKSHOP® AND WORLD WILDLIFE FUND CANADA MAKING FRIENDS THAT MAKE A DIFFERENCE AND INTRODUCE NEW POLAR BEAR

August 11, 2004

ST. LOUIS, MISSOURI (August 11, 2004) - Build-A-Bear Workshop is proud to announce the arrival of the Polar Bear, the newest in the series of co-branded stuffed animals developed by Build-A-Bear Workshop and World Wildlife Fund-Canada (WWF-Canada). Beginning August 14, the Polar Bear will be sold in Build-A-Bear Workshop stores nationwide and on the web at www.buildabear.com.

Build-A-Bear Workshop donates one dollar to WWF-Canada for each Polar Bear sold to help the organization support its work of protecting the world's endangered animals and their habitats. This weekend, August 14 and 15, as an added way to support WWF-Canada, the company will offer a double donation to WWF-Canada for any Polar Bear sold.

The Polar Bear will be available for \$36, and wears a collector's medallion featuring the official WWF logo. Each Polar Bear owner will also receive a numbered Certificate of Authenticity by mail, further enhancing its value to collectors.

Commenting on the WWF-Canada partnership, Founder and Chief Executive Bear of Build-A-Bear Workshop Maxine Clark said, "We are happy and proud to continue this joint program and to be a part of the great work that World Wildlife Fund Canada does in Canada and around the world. The response of our Guests tells us that they care as much as we do about the environment and animals that are threatened. This is an important cause and we are very pleased to be able to continue to help generate more funds and awareness for the work they do."

"This partnership offers us the opportunity to reach out to children and adults to teach them about one of the world's most popular, but vanishing species. This is an excellent way to inform the public about wildlife and conservation with hands-on interactive experiences," said Mike Russill, President and CEO, WWF-Canada.

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 helping endangered animals. Additionally, Build-A-Bear Workshop stores are selling satin hearts for \$1 in August that will support programs that help endangered animals.

About World Wildlife Fund Canada

Founded in 1967, World Wildlife Fund Canada has become one of the country's leading conservation organizations, enjoying the active support of more than 50,000 Canadians. As a member of the WWF International network, we actively contribute to the achievement of the organization's mission: To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by, conserving the world's biological diversity, ensuring that the use of renewable resources is sustainable and promoting the reduction of pollution and wasteful consumption. For more information please visit www.wwf.ca.

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.