



Build-A-Bear Workshop® Has Joined the Chicago cubs to Celebrate Teddy Bears and baseball

July 1, 2004

WHO: Build-A-Bear Workshop and the Chicago Cubs

WHAT: As part of the promotion with the Chicago Cubs, Build-A-Bear Workshop will give away Beary Limited™ edition Sheffield the Bear stuffed animals to the first 5,000 kids 12 and under with a paid admission who attend the game against the Houston Astros. These exclusive stuffed animals are available only on game day at Wrigley Field. In addition, five Build-A-Bear Workshop stores in the Chicago area participated in a Guest sweepstakes. The winners of the sweepstakes each won four tickets to the game and four Sheffield the Bear stuffed animals.

WHERE: Wrigley Field
Chicago, IL

WHEN: Thursday, July 1
1:20 p.m.

WHY: Partnering with the Chicago Cubs is a natural fit as baseball is a significant part of the American landscape as are stuffed animals.

This spring Build-A-Bear Workshop launched its partnership with Major League Baseball® and introduced a new line of teddy bear sized clothing including officially licensed team uniforms, ringer tees, logo tees and caps. Select merchandise is available for all teams including the Chicago Cubs™, Chicago White Sox™, NY Mets™, NY Yankees™, Philadelphia Phillies™, St. Louis Cardinals™, Boston Red Sox™, Cleveland Indians™, Seattle Mariners™, Atlanta Braves™, Florida Marlins™ and Los Angeles Dodgers™. The price is available in select stores by team market and on the web at www.buildabear.com. The team tees are \$6, caps are \$5 and uniforms are \$15.

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 stores in France and Australia, making it the global leader in the teddy bear business. 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.