



Design and Win the Beary Best with the Ultimate Build-A-Party® Sweepstakes

February 24, 2004

Guests vote to decide Grand Prize for Build-A-Bear Workshop® Sweepstakes

Having a party at Build-A-Bear Workshop is a blast, but take a second to think about what else the ideal party would include. Where would you go? What would you do? Who would you invite? Build-A-Bear Workshop is giving children across Canada the chance to vote on, and win, the ultimate party with the Ultimate Build-A-Party Sweepstakes.

From February 15 through March 24, kids can vote for their ultimate party at <http://UBAP.buildabear.com>. Kids can simply log on and choose from a variety of elements and activities to custom design the Ultimate Build-A-Party, which of course includes a Build-A-Party from Build-A-Bear Workshop. Kids will cast their votes on the location of the party, with choices that include a Build-A-Party® at Build-A-Bear Workshop in DOWNTOWN DISNEY® District at the Disneyland® Resort in Anaheim California, a trip to Myrtle Beach in South Carolina and an NBA or WNBA Game in New York. They can also vote on the theme, food, activities, and which party gifts they would want to have at their ultimate party. A jungle party could include pizza and ice cream cake, a scavenger hunt and a digital camera as a party gift! The winning party will also receive cool treats compliments of Baskin-Robbins.

"At Build-A-Bear Workshop, our Guests are the decision makers. They determine which furry friend they want, the clothes their animal will wear and the name of their new friend," says Maxine Clark, Chief Executive Bear. "The Ultimate Build-A-Party Sweepstakes gives Guests the power to create a party the way they want it to be."

At the end of the online voting, the party elements receiving the most votes will be combined to create the Ultimate Build-A-Party, and one beary lucky grand prize winner, chosen at random, will get to celebrate this ultimate party with family and friends.

In addition to the Grand Prize, twenty-five first prizes and 100 second prizes will also be awarded. First prize winners will receive a Build-A-Bear Workshop® Build-A-Party® certificates worth \$200, and second prize winners will be awarded a \$25 Build-A-Bear Workshop Bear Buck\$® gift card. Visit <http://UBAP.buildabear.com> for a complete list of rules and prizes.

Guests can enter to win the Ultimate Build-A-Party Sweepstakes by entering online or they may enter by mail. Children under the age of 13 must have permission from a parent or legal guardian to enter.

Along with the sweepstakes, Build-A-Bear Workshop is commemorating Leap Day with an all-weekend party at every store in Canada on February 28 and 29. Guests, especially those with Leap Day birthdays, and their friends and family are invited to come to any Build-A-Bear Workshop store to attend the festivities. There will be giveaways, candy, and of course, lots of party fun!

About Build-A-Bear Workshop

Build-A-Bear Workshop is the original interactive, entertainment mall-based retailer that invites Guests of all ages to create their own customized stuffed animals through an exciting bear-making process. Build-A-Bear

Workshop is the innovator and leader of the make-your-own-stuffed-animal concept for mall-based retailing and currently operates more than 150 stores in the United States, Canada, UK, Japan and Korea and a very successful e-commerce business. There are four stores now open in Canada at West Edmonton Mall, Calgary's Chinook Centre, Mississauga's Square One and Coquitlam Centre. For more information, call (888) 560-BEAR or visit the company's award-winning web site at www.buildabear.com.