



BUILD-A-BEAR WORKSHOP®GETS ON BOARD WITH NBA ALL-STAR 2004 activities

February 11, 2004

HOSTING BOOTH AT NBA JAM SESSION AND PARTNERING WITH READ TO ACHIEVE EVENTS

St. Louis, Missouri (February 11, 2004) - Build-A-Bear Workshop announced this week its participation with the NBA ALL-STAR 2004 activities held in Los Angeles from Monday, February 9 - Monday, February 16. Throughout the week, Build-A-Bear Workshop will be involved in a variety of events including a specially created Build-A-Bear Workshop booth at the NBA All-Star Jam Session, scheduled from Thursday, February 12- Monday February 16. In addition, Build-A-Bear Workshop will also take part in the NBA Read to Achieve Caravan, Read to Achieve Reading Rally and will be featured in the Read to Achieve Area at the NBA All-Star Jam Session. Details on participation are listed below.

The NBA All-Star 2004 showcases the world's greatest athletes playing the world's greatest game, and also celebrates the league's tradition and commitment to community outreach with a week's worth of community service events taking place throughout the Los Angeles area.

According to Build-A-Bear Workshop Chief Executive Bear Maxine Clark, participating in these events is another example of the great partnership that launched just last September 2003 when Build-A-Bear Workshop introduced a line of bear-size licensed sportswear in partnership with the NBA and WNBA. "We have had tremendous response to this line of special sports apparel for bears. The kids and their parents love the authentic details - it's a great way to connect with basketball fans everywhere and its just plain fun for the kids. This event is also timed perfectly to Valentines Day and by visiting the Jam Session visitors can shop for their favorite hoopster making this a slam dunk event for all involved," said Maxine.

The bear sized sports assortment which is available at Build-A-Bear Workshop stores includes NBA uniforms and team-identified tee-shirts ranging in price from \$6 - \$10. NBA team jerseys are also available in select markets for \$8. The authentic merchandise is designed with NBA and WNBA fashion details and the bear-size uniforms are made of pro-style mesh including genuine logos and patches. Each uniform is sold with an official bear size Spalding toy basketball identical to the original.

Contacts:

Jill Saunders, Build-A-Bear Workshop, 314-423-8000 Ext.5293, jills@buildabear.com

Shawn Bertani, Build-A-Bear Workshop, 314-423-8000 Ext. 5366, shawnb@buildabear.com

Tara Gutkowski, NBA, 212-407-8595, tgutkowski@nba.com

FACT SHEET

NBA ALL-STAR 2004 Program

MONDAY, February 9 - NBA Read to Achieve Reading Caravan - The Read to Achieve Caravan complete with NBA legends, WNBA stars, NBA family members and Read to Achieve All-Stars traveled throughout Los Angeles to promote the joy and importance of reading with visits to Miles Avenue Elementary School in Huntington Park, Children's Hospital of Los Angeles and Foshay Elementary in Los Angeles.

Build-A-Bear Workshop provided 100 bears in Read to Achieve t-shirts for Children's Hospital of Los Angeles. Build-A-Bear Workshop mascot, Bearemy, made in-classroom appearances throughout the Read

to Achieve Reading Caravan school stops and WNBA star Rebecca Lobo was also in attendance.

FRIDAY, February 13 - Read to Achieve Reading Rally - More than 800 local school children will join NBA & WNBA players, legends and celebrities for a fun-filled educational experience that will celebrate the students' involvement in the Lakers and Clippers Read to Achieve programs. The Reading Rally will take place at NBA All-Star Jam Session at the Los Angeles Convention Center. Build-A-Bear Workshop Mascot Bearemy, will be introduced by hosts Bob Lanier and Chuck Nilosek and will remain on hand to interact with the children.

WED., February 11 - MON., February 16 - Read to Achieve Area @ the NBA Jam Session - The NBA will host a Read to Achieve area at Jam Session. This area will include a book fair and reading events featuring current and former NBA/WNBA players and celebrities. Build-A-Bear Workshop Mascot Bearemy will be on hand for a meet & greet and participate in a reading session. Build-A-Bear Workshop will be giving out free valentines and also have a booth in the area where Guests can enjoy the Build-A-Bear Workshop experience by making a Marvelous Monkey, Read Teddy, Shaggy Teddy, Floppy Bear or Bearemy in their own little NBA or WNBA uniform. Every animal will come with a special NBA/WNBA-themed birth certificate.

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. The company has redefined the concept of mall-based entertainment retail and in doing so, has been recognized by the retail industry with numerous awards including National Retail Federation's International 2001 Retail Innovator of the Year. Build-A-Bear Workshop currently operates 152 stores in 36 states, including four locations across Canada. Build-A-Bear Workshop recently opened its first international store in Sheffield, England.

Build-A-Bear Workshop is the innovator and leader of the make-your-own-stuffed animal concept for mall-based retailing. The first store opened in St. Louis, Missouri, in October 1997. For more information, call (888) 560-BEAR or visit the company's award-winning Web site at www.buildabear.com.

About the NBA

The NBA is one of the most popular sports and entertainment properties in the licensing world with NBA league and team products in stores across the globe, on the NBA Store on NBA.com, the NBA Store on Fifth Avenue in New York City, and NBA City in Orlando. Sales of NBA merchandise have increased 51% this year versus last with NBA products like jerseys, retro jerseys, and caps becoming staples in the wardrobe of trendsetting teens and adults across the country. For more information on the NBA, visit www.nba.com