



Build-A-Bear Workshop for Valentine's Day Wishes; Where Teddy Bears Go Together Like Hugs and Kisses

January 25, 2005

ST. LOUIS--(BUSINESS WIRE)--Jan. 25, 2005--Where can you choose the perfect cuddly animal, add a special heart to it that contains your wishes and all your love - and then give it one last hug before you give it to your sweetheart? Build-A-Bear Workshop(R)(NYSE: BBW) is ready to help you give a gift to remember all year long. Teddy Bears are the gift of the season for all those special people on your Valentine's list who could use the extra warm hug that a teddy bear is so good at giving.

Build-A-Bear Workshop not only offers a variety of stuffed animals, outfits and accessories to choose from, but provides Guests the chance to express their Valentine's Day wishes in a unique and very personal way. If your sweetheart is a sports fanatic, you can get officially licensed bear-sized uniforms, jerseys and caps for their favorite teams and gear for every type of fan. If you have a loved one in the military, you can personalize a furry friend by dressing it in a Marine, Navy or Air Force dress uniform or a camouflage outfit.

In addition, Guests have the opportunity to give their stuffed animal a personality of its own by adding a red satin heart and making a very special wish for their new furry friend. Guests can even personalize their animal further with an "I Love You" sound or with their very own message that they record.

This Valentine's Day Build-A-Bear Workshop is featuring a NEW loveable friend - Valentine's Hugs Teddy. This unique teddy bear has a magnetic mouth and paws that can blow kisses. A Limited Edition Collectibear(R), this snow-white friend shows its heart inside and out, even on its paws. Make a friend who's sweeter than honey!

Not only can Guests make the perfect Valentine's Day stuffed animal for friends and family, they can also make a difference in their communities at the same time. When Guests purchase any of the Build-A-Bear Workshop(R) cause animals, which include Nikki's Bear II, Read Teddy(R), Bearemy Kennel Pals(R) dogs, and World Wildlife Fund Collectibear(R) friends, a portion of the proceeds go directly to charitable organizations. What better way to show your heart to a loved one or best friend than to purchase one of these furry friends.

According to Build-A-Bear Workshop Founder and Chief Executive Bear, Maxine Clark, one of the best parts about making a stuffed animal at Build-A-Bear Workshop is the encouragement Guests receive to use their imagination and creativity as they move through the eight bear-making stations. "At the stuff me station, Guests are invited to place a red satin heart inside their bear before the stuffed animal is stitched," said Clark. "This is a very special step in the bear-making process and placing the heart inside their furry friend allows each stuffed animal to be special and unique because it is filled with love by the person making it."

For more information about Build-A-Bear Workshop or to view special Valentine's Day merchandise offered

at Build-A-Bear Workshop, visit www.buildabear.com

Build-A-Bear Workshop (NYSE: BBW) is the leading and only national company providing a make-your-own stuffed animal interactive entertainment retail experience. The first store opened in St. Louis in 1997 and as of January 2005 the company operated 170 stores in 40 states and Canada. With the opening of its international store in Sheffield, England in the fall of 2003, and the addition of international stores in Japan, Denmark and Australia in 2004, Build-A-Bear Workshop has become the global leader in the teddy bear business. In November 2004, the company also opened two friends 2B made(R) stores, the newest concept launch from Build-A-Bear Workshop. For more information about the company and its products call (888) 560-BEAR (2327) or visit the company's award-winning website at www.buildabear.com.

MULTIMEDIA AVAILABLE:

<http://www.businesswire.com/cgi-bin/mmg.cgi?eid=4806418>

CONTACT: Build-A-Bear Workshop, St. Louis

Jennifer Mansell, 314-423-8000 ext. 5402

Jenniferm@buildabear.com

or

Shawn Bertani, 314-423-8000 ext. 5366

shawnb@buildabear.com

SOURCE: Build-A-Bear Workshop