



Build-A-Bear Workshop Is On the Move; NEW Build-A-Bear Workshop On Tour; Mobile Store Premiers at the Super Bowl

January 26, 2005

ST. LOUIS--(BUSINESS WIRE)--Jan. 26, 2005--Build-A-Bear Workshop (NYSE:BBW):

WHO: Build-A-Bear Workshop(R) On Tour.

WHAT: Build-A-Bear Workshop On Tour makes its official premier at America Online Presents the NFL Experience at Super Bowl XXXIX.

WHERE: JEA Park
Downtown Jacksonville Southbank

WHEN: Saturday, January 29, 2005 10 a.m. - 10 p.m.
Sunday, January 30, 2005 11 a.m. - 8 p.m.
Thursday, February 3, 2005 3 p.m. - 10 p.m.
Friday, February 4, 2005 3 p.m. - 10 p.m.
Saturday, February 5, 2005 10 a.m. - 10 p.m.
Sunday, February 6, 2005 10 a.m. - 4 p.m.

WHY: Build-A-Bear Workshop On Tour is expanding upon the company's interactive and entertainment mall-based stores by traveling to its Guests. By putting the make-your-own stuffed animal experience on wheels, Build-A-Bear Workshop is able to travel wherever families go to have fun.