



Walkaround Elmo to meet and greet guests at the Build-A-Bear Workshop® at Tyson's Corner Center

January 27, 2005

St. Louis, MO (January 27, 2005) - Build-A-Bear Workshop® and Sesame Workshop, the nonprofit educational organization behind Sesame Street®, are teaming up this February to promote literacy and education. In addition to being the only place where Guests are able to make their very own Elmo plush toy, Build-A-Bear Workshop and Sesame Workshop are offering Guests a unique and exciting educational opportunity. Guests will have the chance to meet Walkaround Elmo and participate in a Sesame Street storybook reading.

On Thursday, February 3, Elmo will meet and greet children at the Build-A-Bear Workshop store at Tyson's Corner Center in McLean, Virginia from 10:30 a.m. -11:00 a.m. and from 11:30 a.m. - 12:00 p.m. "We are very excited to be hosting this special event with Sesame Workshop and to offer make-your-own Elmo for our Guests. Elmo is a beloved Sesame Street character and we know our Guests will be thrilled to meet him," said Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop. There will also be Sesame Street story book readings from 10:00 a.m.-10:30 a.m. and from 11:00 a.m. -11:30 a.m. Children who attend will receive a free Sesame Street reading activity sheet and a special photograph of Elmo.

For over 35 years, Sesame Workshop has been educating and engaging children and families. And as a nonprofit, Sesame Workshop puts the proceeds it receives from sales of Sesame Street products, including the special Elmo plush at Build-A-Bear Workshop, right back into its educational projects for children at home and around the world. Elmo is planned to be the first of several Sesame Street characters available at all Build-A-Bear Workshop® locations. "Sesame Workshop is delighted to celebrate Elmo's birthday at Build-A-Bear Workshop. Storytime and Walkaround Elmo are certain to make it a very special event for everyone," said June M. Archer, Sesame Workshop's Vice President of Licensing.

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® 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.

About Sesame Workshop

Sesame Workshop is a nonprofit educational organization making a meaningful difference in children's lives around the world. Founded in 1968, the Workshop changed television forever with the legendary Sesame Street®. Today, the Workshop continues to innovate on behalf of children in 120 countries, using its proprietary research methodology to ensure its programs and products are engaging and enriching. Sesame Workshop is behind award-winning programs like Dragon Tales and Sagwa, The Chinese Siamese Cat and ground breaking multi-media productions in South Africa, Egypt and Russia. These are among many

Workshop endeavors recognized for their deep understanding of children's developmental needs and the most effective ways to address them. As a nonprofit, Sesame Workshop puts the proceeds it receives from sales of Sesame Street, Dragon Tales and Sagwa products right back into its -educational projects for children around the world. Find the Workshop online at www.sesameworkshop.org.

Contact: Jennifer Mansell
314.423.8000 Ext. 5402
414.801.1146 cell
jenniferm@buildabear.com

Shawn Bertani
314.423.8000 Ext. 5366
314.452.6391 cell
shawnb@buildabear.com