



Build-A-Bear Workshop® Chief Marketing Bear Recognized by Advertising Age

January 31, 2005

St. Louis, MO (January 31, 2005) --Teresa Kroll, Chief Marketing Bear of Build-A-Bear Workshop®, has been recognized by Advertising Age magazine as one of the top 50 Marketing Executives of 2004. Other honorees included executives from leading companies throughout the country such as McDonald's, Kate Spade, Campbell Soup Co., Commerce Bank and many others.

Kroll appreciated being recognized by Advertising Age. "It is an honor to be included with such a prestigious group of people," said Kroll. "I feel very fortunate to be able to work with such a talented team of people at Build-A-Bear Workshop.

Kroll was featured in a special November issue of Advertising Age magazine and was also honored at the recent awards dinner held in New York City in honor of the Top 50 Marketing Executives of 2004.

Build-A-Bear Workshop

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.

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