



Build-A-Bear Workshop On Tour Teams up with The NBA And Visits NBA All-Star Jam Session

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ST. LOUIS--(BUSINESS WIRE)--Feb. 2, 2005--Build-A-Bear Workshop(R) (NYSE: BBW) On Tour and the NBA are teaming up at the NBA All-Star Jam Session presented by Nokia, in Denver, Colorado. Build-A-Bear Workshop On Tour takes the same interactive, bear-making concept of its mall-based stores to wherever families go to have fun. Guests who visit Build-A-Bear Workshop On Tour will have the opportunity to dress their bear in NBA merchandise, including bear-sized All-Star Uniforms and Tiny Tees(R). The store will be open throughout Jam Session, from February 17-21.

In addition to being at Jam Session, Build-A-Bear Workshop On Tour is working with the NBA to promote literacy. Throughout February, Build-A-Bear Workshop will participate in a variety of NBA events including the Read to Achieve Reading Rally, the NBA Caravan Hospital visit and other activities taking place at the Read to Achieve area at Jam Session.

"The NBA All-Star Jam Session is a fun, family event and Build-A-Bear Workshop On Tour allows us to be a part of these premier events," said Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop. "Our partnership with the NBA enables us to expand our commitment to causes that benefit children and families. By working with their Read to Achieve program, we are able to reach even more children and teach them the importance of literacy."

According to NBA event officials, the partnership with Build-A-Bear Workshop will be a positive addition to NBA All-Star 2005. "The presence of Build-A-Bear Workshop On Tour at NBA All-Star Jam Session and other reading and literacy events is an attractive element to help young people understand that reading can be fun," said Kathy Behrens, NBA Senior Vice President of Community Relations.

February 17- 21 Build-A-Bear Workshop(R) On Tour Store Hours

Thursday, February 17, 2005	4 p.m. - 10 p.m.
Friday, February 18, 2005	9 a.m. - 3 p.m.
Saturday, February 19, 2005	9 a.m. - 10 p.m.
Sunday, February 20, 2005	9 a.m. - 5 p.m.
Monday, February 21, 2005	9 a.m. - 5 p.m.

Build-A-Bear Workshop Activities/Participation with the NBA:

Thursday, February 17, 11:00 a.m. - 12:30 p.m. NBA CARAVAN HOSPITAL VISIT

Build-A-Bear Workshop has donated 150 bears dressed in All-Star Tiny Tees(R) for the players to give to the children on their visit.

Friday, February 18, 9:00 a.m. - 10:30 a.m. READ TO ACHIEVE READING RALLY

Bearemy(R), Build-A-Bear Workshop mascot, will participate in the Read to Achieve Reading Rally at the

NBA All-Star Jam Session.

February 18 - February 21 READ TO ACHIEVE AREA AT JAM SESSION

Bearemy(R) will also be at the Read to Achieve area for a meet and greet and will participate in a reading session.

About 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(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.

About the NBA

The NBA is one of the most popular sports 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. For more information on the NBA, visit NBA.com.

About NBA Read to Achieve

Reaching an estimated 50 million children a year, the NBA Read to Achieve program is the most extensive educational outreach initiative in the history of professional sports. Efforts of the program include the annual donation of more than a million books and magazines through a variety of reading events and incentive programs, as well as the development of essay contests and on-line programs. In an effort to provide greater access to books and technology, the NBA and its teams, along with national partners such as RIF(R) and Dell(R) have also created 98 Reading and Learning Centers and more than 150 Reading Corners throughout North America, South America and in South Africa. In addition to being supported by all NBA, WNBA and NBDL teams, Read to Achieve is supported by the NBA's officials, coaches, parents and wives of players organizations, and the NBA Players Association and Retired Players Association.

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