



Spring Celebrations on the Way--Make a gift from the heart at Build-A-Bear Workshop®

February 10, 2005

St. Louis, MO (February 10, 2005) Spring is around the corner and that means families are getting ready to celebrate--Mother's Day, graduations, bridal showers, weddings, family barbeques and much more! Build-A-Bear Workshop® offers Guests the perfect opportunity to make a gift from the heart for these special occasions as they choose, stuff, stitch, fluff, name and dress their own stuffed animals to give. Guests can choose from a variety of outfits, accessories and even record a message to personalize their furry friends.

Build-A-Bear Workshop not only offers a variety of stuffed animals, outfits and accessories to choose from, they provide Guests the opportunity to make something that is truly unique. If your mom is a teacher, make her a bear that looks just like her. If your best friend is graduating, make them a furry friend dressed in a cap and gown. For an extra special touch Guests can embroider their school's name or graduation date on the gown. If you are attending a bridal shower or wedding and want to get the couple something extra special, buy them a bride and groom bear and record a special greeting just for them!

This spring Build-A-Bear Workshop will be offering a variety of new merchandise and accessories to make sure that furry friends are dressed in the latest new fashions appropriate for the season. Build-A-Bear Workshop stays on the cutting edge of furry styles by partnering with various fashion leaders. To check out the latest new fashions available at Build-A-Bear Workshop visit www.buildabear.com.

The point is, no matter what the occasion, Build-A-Bear Workshop® has something to offer everyone on your list this spring! Whether it is Mother's Day or your parent's anniversary, a baseball party or a wedding, Build-A-Bear Workshop offers Guests the perfect chance to give a gift that will surely be remembered!

There is also something very special about shopping at Build-A-Bear Workshop. When Guests purchase any of the Build-A-Bear Workshop cause animals, which include Nikki's Bear II, Read Teddy®, Bearemy Kennel Pals® dogs, and World Wildlife Fund Collectibear® friends, a portion of the proceeds go directly to charitable organizations. What better way to show your heart than to purchase one of these furry friends and give back to the community at the same time!

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. Over 25 million stuffed animals have been sold world wide since 1997. 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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