



Build-A-Bear Workshop® sending hugs of hope to children in Southeast Asia

February 15, 2005

WHO: Build-A-Bear Workshop® and UNICEF collaborate to provide Hugs of Hope.

WHAT: Hugs of Hope invites the first 200 Guests to visit Build-A-Bear Workshop stores in the Baltimore area and make a bear for free which will be donated to children affected by the Tsunami.

WHERE: The Mall in Columbia Towson Town Center
10300 Little Patuxent Parkway #2740 825 Dulaney Valley Rd.
Columbia, MD 21044 Towson, MD 21204

Westfield Shoppingtown Annapolis Westfield Shoppingtown Montgomery
2000 Annapolis Mall 7101 Democracy Blvd.
Annapolis, MD 21401 Bethesda, MD 20817

WHEN: Saturday, February 19, 2005 @ 10 a.m.

WHY: Build-A-Bear Workshop is committed to improving communities and impacting lives through meaningful philanthropic programs that support causes for children, families and animals. Even though this disaster has happened far from home, there are many families and children that have been affected and it is important to reach out and help wherever the hug of a teddy bear can.

INTERVIEW OPPORTUNITIES:

- Build-A-Bear Workshop representative
- UNICEF representative (by phone)

HUGS OF HOPE QUOTE:

According to Build-A-Bear Workshop® Founder and Chief Executive Bear, Maxine Clark, this relief effort is yet another way that Build-A-Bear Workshop is able to support children's health and wellness issues and is a great opportunity for children to help other children. "Children want to show they care and in times of crisis they look for ways to help other children in need. Setting up this relief effort is a great opportunity for kids to get involved and to help children who are suffering in Asia. This effort is about helping others and it is our responsibility to do everything we can to support the children and families who are suffering from this tragedy."

About Build-A-Bear Workshop giving programs

Build-A-Bear Workshop is committed to improving communities and impacting lives through meaningful philanthropic programs that support causes for children, families and animals. The company does this in a

number of ways including Stuffed with Hugs™, the company's signature charitable program, which is now in its fifth year. Additionally, the mission of the Build-A-Bear Workshop Foundation is to direct funds to children's health and wellness, literacy, the preservation of endangered animals and their habitats, and the support of local animal shelters.

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. Over 25 million stuffed animals have been sold worldwide 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.

Contact:

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

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