



## **BUILD-A-BEAR WORKSHOP® AND the Philadelphia phillies™ PLAYing BALL again in 2005!**

March 14, 2005

*New and exciting merchandise adds to the fun at Make Your Own Phanatic™ store*

St. Louis, MO (March 14, 2005) - Build-A-Bear Workshop® (NYSE:BBW) and the Philadelphia Phillies™ are playing ball again this season and providing fans with an opportunity to support their team in a unique way. Fans from 3 to 103 can make their own Phillie Phanatic™ exclusively at Make Your Own Phanatic by Build-A-Bear Workshop that debuted at Citizens Bank Park™ in 2004. The store is located on the main concourse near section 135 at Citizens Bank Park and will be open during all Phillies home games.

At Make Your Own Phanatic fans can purchase a Phanatic plush doll, stuff it, give it a special heart, fluff it and then dress it in distinctive Phillies clothing reflecting the very outfits worn by the Phanatic on the field. New this year the interactive store will feature a Phanatic complete with curling tongue and a one-of-a-kind Phillies Ballpark Bear, the first in a series of bears specific to the Philadelphia Phillies. The stuffed animals range in price from \$20-\$25.

In 2005 the store will feature a new assortment of costumes including outfits for the Phanatic's mom, a baby Phanatic and a Phillies raincoat to keep the plush Phanatic dry during rain delays. Also new this season are some of the latest fashions; a team-branded biker jacket and a pink Phillies jersey and pink shorts that allow the Phanatic to step out in style. Outfits for the stuffed animals range in price from \$5-\$15.

Driven by the official Phanatic mascot, the plush Phanatic can ride around on its own all-terrain, four-wheel vehicle keeping safety in mind by wearing a Phillies batting helmet. Plush game day snacks, team pennants, #1 felt hands and other accessories are also available. Each new furry friend can be further personalized with the "Take Me Out to the Ballgame™" song and the "charge" chant. All stuffed animals go home with their own specialized Phanatic birth certificate and Cub Condo carrying case®. On April 4, fans that make a purchase at Make Your Own Phanatic will receive a free bear-sized Major League Baseball® opening day pennant.

"We are thrilled to continue our partnership with Build-A-Bear Workshop® for the 2005 season," said Joe Giles, the Phillies Director of Business Development. "Last year, the Make Your Own Phanatic store was one of our most pleasant surprises at Citizens Bank Park. This year, with a whole new lineup of unique Phanatic outfits and accessories, we are expecting another banner year."

The relationship between, Build-A-Bear Workshop and the Philadelphia Phillies extends beyond the store and includes additional efforts throughout the season that will enhance the fan experience. On March 20 from 2 pm - 4 pm the club's Phanatic mascot will make a special appearance at the Build-A-Bear Workshop store at King of Prussia Mall. Build-A-Bear Workshop will celebrate the Phanatic's birthday on May 1 by giving Guests who purchase a Phanatic a free birthday Tiny Tee®. In addition, every fan that purchases a Phillies birthday package will receive a coupon for a free miniature Tiny Tee®.

"The Make Your Own Phanatic store at Citizens Bank Park allows us to be where families go to have fun, to create smiles and lasting memories," said Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop. "Baseball is a part of the American landscape as are stuffed animals and that is why we our

thrilled to be partnering with the Philadelphia Phillies, a strong and innovative franchise. The Philadelphia Phillies and the Phanatic promote a family friendly environment and we enjoy being a part of and enhancing that family fun."

About the Phanatic™

Height: 6 feet 6 inches

Weight: 300 pounds (mostly fat)

Waist: 90 inches

Eyes: White eyeballs, black pupils, purple eyelashes and blue eyebrows

Skin: Bright green fur

Physical Defects: Overweight, clumsy feet, extra long beak, extra-long curled up tongue, gawking neck and "slight" case of body odor

Birthplace: Galapagos Islands

Mom: Phoebe

Best Friend: Phyllis

Greatest Moment: The parade down Broad Street after the Phillies won the 1980 World Series

Hobbies: Eating, reading, sleeping, and cheering on the Phillies.

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 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](http://www.buildabear.com).

Note - Photographs of Make Your Own Phanatic™ merchandise are available.

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