



Build-A-Bear Workshop Invites Guests to Design a NEW Outfit for Build-A-Bear Workshop Fashion Mascot, Pawlette Coufur

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ST. LOUIS--(BUSINESS WIRE)--March 22, 2005-- Winner awarded a \$10,000 (\$12,500 CDN) college scholarship

Build-A-Bear Workshop(R) (NYSE:BBW) is inviting young Guests to design a new outfit for Pawlette Coufur(R), the Build-A-Bear Workshop fashion mascot. The first ever Furbulous Fashion Design Contest(TM) is part of the Pawlette Coufur birthday celebration and is open to kids ages 5-18. Build-A-Bear Workshop is dedicated to providing Guests with fun and interactive experiences and this program is just one of the many exciting activities that Build-A-Bear Workshop offers.

The design program begins on April 4, 2005. All entries must be postmarked by April 30, and received by May 9. The fashion design faculty at Washington University School of Art in St. Louis, Missouri will assist in the judging and help determine the Grand Prize winner. The winning designer will receive a \$10,000 (\$12,500 CDN) college scholarship on behalf of Build-A-Bear Workshop. Education has always been very important to Build-A-Bear Workshop and this scholarship is yet another way for the company to support this cause. In addition to winning a \$10,000 (\$12,500 CDN) scholarship the winning outfit will be premiered as Pawlette Coufur rides in style on the Build-A-Bear Workshop float in the Macy's Thanksgiving Day Parade(TM).

Build-A-Bear Workshop created the program to recognize artistic talent in children and teens by providing them with fun, educational opportunities. "We are always looking for unique and exciting ways to reach out to children. This program is a great way to get children and teens involved, encourage them to be creative and use their imagination," said Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop(R). "We are looking forward to seeing a lot of great designs for our mascot and fashion advisor to the furry famous, Pawlette Coufur(R)!"

Guests can obtain entry forms at any participating Build-A-Bear Workshop store or by downloading a form at www.buildabear.com/furbulousfashion.com. The Grand Prize and two first prize winners will have their designs created for their own personal Build-A-Bear Workshop furry friend to wear. All 15 semifinalists will receive a \$100 (\$125 CDN) Build-A-Bear Workshop Bear Buck\$(R) gift card in addition to a \$100 (\$125 CDN) in-mall shopping spree.

On April 22-24, Guests are invited to celebrate the birthday of Pawlette Coufur. On this weekend, any Guest that makes a stuffed animal will receive a Beary Limited(TM) edition birth certificate and anyone that makes a purchase of \$15 (\$25 CDN) or more will receive a free single-song CD featuring Magic Avenue performed by Janet Leon of PLAY and recorded exclusively for Build-A-Bear Workshop. In addition, Pawlette Coufur will be visiting from 12-4 p.m. on Saturday, April 23 and Sunday April, 24. Guests can also register for the chance to win a Build-A-Party(R) with Pawlette Coufur as their host.

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 26 million stuffed animals have been sold world wide since 1997. In November 2004, the company also opened two friends 2B made(R) stores, the newest concept launch from Build-A-Bear Workshop(R). 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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