



BUILD-A-BEAR WORKSHOP® Opens at Deerbrook mall In Humble, Texas

March 10, 2005

ST. LOUIS, MO (March 10, 2005) - Build-A-Bear Workshop®, Where Best Friends Are Made® is opening a store at Deerbrook Mall in Humble, Texas on Friday, April 1. Deerbrook Mall is known for its friendly shopping experience and Build-A-Bear Workshop is thrilled to be able to offer Guests in Humble a unique and exciting retail experience. As part of the store opening, Mayor Wilson Archer will be cutting the ribbon at 10 a.m. to welcome Guests to the new Build-A-Bear Workshop store!

Build-A-Bear Workshop is based on the premise that nearly everyone, regardless of age, has a special fondness for stuffed animals. When Guests visit a Build-A-Bear Workshop store, they enter a lighthearted teddy-bear-themed environment consisting of eight bear-making stations. Guests choose, stuff, stitch, fluff, name and dress their very own stuffed animals. The company is also known for the memorable heart ceremony that takes place during the bear-making process. This station allows Guests to choose a red satin heart, make a special wish and place it safely inside their stuffed animal.

As Guests enter a Build-A-Bear Workshop store they are introduced to a variety of stuffed animals including bears, dogs, cats, bunnies, monkeys and a series of Beary Limited™ edition Collectibear® animals. Build-A-Bear Workshop stuffed animals are very affordable, ranging in price from \$10-\$25. Hundreds of coordinating outfits and accessories are also available to further personalize new furry friends. Guests in Humble have the chance to show their team spirit by purchasing special bear-sized Astros uniforms, tiny tees and accessories. In addition, Houston Rockets jerseys are available for all basketball fanatics!

With existing store locations in the malls at The Galleria, Baybrook Mall, The Woodlands Mall, First Colony Mall, and Memorial City Mall, Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop®, is looking forward to opening the 6th store in the area. She notes, "Our plan is always to open in the premier malls across the country, and we will continue this approach as we open at Deerbrook Mall. We have had many Guests who have visited our other Houston area locations ask us when we will be opening in Deerbrook Mall. Now, we will be able to reach even more of our friends in the Houston Metro area and we are thrilled to be here."

Build-A-Bear Workshop continues its aggressive expansion plan nationally by opening in new markets this year, including Mobile, AL, Jackson, MS, Toledo, OH, Hamilton, Ontario, Charleston, WV, Tucson, AZ, Bakersfield, CA - as well as internationally. The company has been planning its global strategy for the past several years, and has opened stores in United Kingdom, Japan, Denmark, and Australia.

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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