



## **Build-A-Bear Workshop® is on the move**

March 28, 2005

Build-A-Bear Workshop On Tour Headed to the Maricopa County Fair

ST. LOUIS, MO (March 2005) - Teddy bears ride in style as Build-A-Bear Workshop® (NYSE: BBW) puts its interactive bear-making experience on wheels and travels to Phoenix to be part of the fun at the Maricopa County Fair! Throughout this year, the award winning make-your-own stuffed animal retailer will take Build-A-Bear Workshop On Tour, a traveling Build-A-Bear Workshop store, to fairs, sporting and entertainment venues throughout the country.

As the tour crosses the country, Guests are able to share the fun of creating special memories with their family and friends as they make their new stuffed animal. "We wanted to create a store that would take the experience and interaction of our mall-based stores to places where families go to have fun," said Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop. "Build-A-Bear Workshop On Tour has successfully shared many smiles and warmed thousands of hearts!"

Build-A-Bear Workshop On Tour, was recently recognized as the "Best Non-Food Vendor" while visiting the South Florida Fair. According to Theresa M. Agricola, Sponsorship Development Manager at the South Florida Fair, "Build-A-Bear Workshop On Tour had the "look" and "feel" and the friendliest people!" Build-A-Bear Workshop On Tour was recognized based on several factors including, employee helpfulness and friendliness, the fairgoers enjoyment, and store cleanliness and character.

Just like the mall-based stores, Guests who visit Build-A-Bear Workshop® On Tour are encouraged to use their imagination as they make their own stuffed animal while at one of their favorite events in Arizona! Guests at the Maricopa County Fair will be able to choose from several animals ranging in price from \$10 - \$25, some of these animals include Bearemy®, the Build-A-Bear Workshop mascot, Lil' Carmel Cub, Marvelous Monkey, Shaggy Teddy, Border Collie and more. Guests will also have the chance to personalize their new furry friend by choosing from a variety of bear-sized clothing and accessories, such as special Build-A-Bear Workshop On Tour, University of Arizona and Arizona State bear-sized tees, as well as, Diamondbacks and Phoenix Suns bear-sized tees.

Build-A-Bear Workshop On Tour Store Hours at Maricopa County Fair April 13-17, 2005:

Wednesday - Thursday April 13 - 14 10 a.m. - 10 p.m.

Friday - Saturday April 15 - 16 10 a.m. - 12 a.m.

Sunday April 17 10 a.m. - 11 p.m.

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 26 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).

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