



BUILD-A-BEAR WORKSHOP® Opens at Zona Rosa In Kansas City, MO

March 31, 2005

ST. LOUIS, MO (March 31, 2005) - Build-A-Bear Workshop® (NYSE: BBW), Where Best Friends Are Made® is opening a store at Zona Rosa in Kansas City, MO on Friday, April 22. Zona Rosa offers Guests a wide variety of retail stores to choose from and Build-A-Bear Workshop is thrilled to be able to offer Guests in Kansas City a unique and exciting retail experience. On April 23 the Kansas City Royals™ will celebrate the opening with a player appearance at 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 their furry friend to make, stuff it just right, and add personality with hundred of outfits and accessories. 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 Kansas City have the chance to show their team spirit by purchasing special bear-sized Royals uniforms, Tiny Tees® and accessories. In addition, Guests can purchase University of Missouri, University of Kansas and Kansas State bear-sized Tiny Tees.

With an existing store location at Oak Park Mall and Independence Center, Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop®, is looking forward to opening the 3rd store in the Kansas City 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 Zona Rosa. We have had many Guests who have visited our other locations ask us when we will be opening at Zona Rosa. Now, we will be able to reach even more of our friends in Kansas City 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, Inc. (NYSE: BBW), with fiscal 2004 total revenue of \$302 million, is the only national company that offers Guests an interactive make-your-own-stuffed animal retail-entertainment experience. The first store opened in St. Louis in 1997; at the end of 2004 the company operated 170 stores in 40 states and Canada. With the opening of its 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. In November 2004, the company opened two friends 2B made® stores, the newest concept based on the doll-making experience. For more information about the company and its products, call 888.560.BEAR (2327) or visit the company's award-winning Web site at

www.buildabear.com.

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

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