



**Build-A-Bear Workshop Awards Grants to Pet Programs in the United States and Canada;
New Boxer Plush Dog Available in All Stores April 30 - Portion of the Proceeds From the
Boxer will Benefit Animal Grant Program**

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ST. LOUIS, Apr 27, 2005 (BUSINESS WIRE) -- Build-A-Bear Workshop(R) (NYSE: BBW) announced that it is awarding nearly \$250,000 in cash grants to domestic pet programs across the United States and Canada. Several organizations will receive grants in ceremonies that recognize their efforts supporting and serving pet programs.

Grant recipients include:

- Rawhide Rescue - Rescue and fostering system for dogs East Green Brook, NJ
- Brooklyn Animal Resource Coalition (BARC) - Shelter and adoption program for homeless dogs and cats Brooklyn, NY
- Golden Retrievers In Need Rescue Service, Inc. (GRIN) - Dedicated to finding homes for rescued Golden Retrievers Cleveland, OH
- PAWS Atlanta, Inc. - Animal shelter for abandoned cats and dogs Atlanta, GA
- Hardeman County Humane Society - Dedicated to the elimination of cruelty, abuse and neglect of animals Hickory Valley, TN
- Sheltie Rescue of Greater Lafayette, Inc. - Provides a safe haven for homeless and abused shelties Lafayette, IN
- Wayside Waifs, Inc. - Shelter working to improve the quality of animal welfare Kansas City, MO
- Canine Partners for Life (CPL) - Provides full service, home companion and seizure alert dogs to individuals with disabilities Cochranville, PA
- Northwoods Humane Society - Working to prevent neglect, cruelty and overpopulation of domestic animals Forest Lake, MN
- Oshkosh Area Humane Society - Provides shelter and care to stray and unwanted animals Oshkosh, WI
- Pacific Assistance Dogs Society- Breed, raise, train and place assistance dogs for individuals with disabilities Barnaby, British Columbia (Canada)
- Pet Aid, Inc. - Provides spay/neuter services and education on responsible pet ownership Denham Springs, LA
- Longmont Humane Society - Provides for the welfare of animals through shelter and adoptions Longmont, CO
- Canine Companions for Independence (CCI) - Trains and places assistance dogs for people with disabilities Santa Rosa, CA
- Long Meadow Rescue Ranch - Provides shelter and care for horses and other farm animals that have been neglected or abused St. Louis, MO

- Low Cost Spay & Neuter Service, Inc. - Working to reduce pet overpopulation through increased availability of spay and neuter services Kansas City, MO

Build-A-Bear Workshop(R) giving programs focus on improving communities and impacting lives through meaningful philanthropic programs that support causes for children, families and animals. Bearemy's Kennel Pals(R) is a line of plush dogs that generates funds for the support of pet programs. A portion of the proceeds from the sale of each full-sized Bearemy's Kennel Pals friend is donated to domestic pet programs including local animal shelters, stray pet rescue and rehabilitation organizations and pet education programs. The Bearemy's Kennel Pals grant program began awarding funds in 2004 and has now distributed approximately \$515,000.

The newest addition to the Bearemy's Kennel Pals line is the Boxer, which was chosen as the top dog by Build-A-Bear Workshop Guests in an online election conducted last fall. Guests were asked to choose their favorite dog and based on the election the winning dog became the newest Build-A-Bear Workshop furry friend, available in all stores beginning April 30. A portion of the proceeds from the Boxer will also go to support domestic pet programs. For a domestic pet grant application visit <http://www.buildabear.com/aboutUs/community/bearscanhelp/Grants.aspx>

About Build-A-Bear Workshop

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(R) 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.

TRADEMARKS

We would like to thank you for your interest in covering our business. As you write your story we would like to ask that you use our full Name: Build-A-Bear Workshop(R) and that when referencing the process of making stuffed animals you use the word "make" not "build".

Build-A-Bear Workshop(R) is our well-known trade name and our registered trademark of Build-A-Bear Workshop, Inc. Build-A-Bear Workshop(R) should only be used in capital letters to refer to our products and services and should not be used as a verb.

SOURCE: Build-A-Bear Workshop

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