



Build-A-Bear Workshop, Inc. Appoints Dennis Sheldon Managing Director, Logistics; Retail-Logistics Professional to Oversee Department

May 10, 2005

ST. LOUIS--(BUSINESS WIRE)--May 10, 2005--Build-A-Bear Workshop, Inc. (NYSE: BBW) announced today that Dennis Sheldon has joined the company as Managing Director, Logistics, reporting to President and Chief Operating Officer Bear, Barry Erdos. In this new position, Dennis will have responsibility for distribution centers, transportation and logistics, and will specifically focus on evaluating current service arrangements and providing a roadmap to accommodate future growth and improvement plans.

"Dennis has in-depth experience in global-retail logistics design, development and operation and is well suited to lead our Logistics Department as we grow our Build-A-Bear Workshop(R) and friends 2B made(R) businesses," said Barry Erdos, President and Chief Operating Officer Bear. "I'm confident Dennis will make meaningful contributions to all dimensions of our supply chain process."

Most recently, Dennis was President of S2C2 Supply Chain Solutions, Inc. a consulting firm providing services aimed at streamlining and optimizing global supply networks. His prior experience includes serving as Senior Vice President of Supply Chain at GUESS?, Inc. and Vice President of Distribution Services at Ann Taylor, Inc. Earlier in his career Dennis held distribution positions at The Stride Rite Corporation, Ames Department Stores and Reebok International.

Dennis, age 43, graduated from Anna Maria College in Paxton, Massachusetts with a B.S. in Business Administration.

About Build-A-Bear Workshop, Inc.

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 Build-A-Bear Workshop stores in the United 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, Australia, and South Korea 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.

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