



Build-A-Bear Workshop® is On The Move To San Bernardino

May 11, 2005

Build-A-Bear Workshop On Tour Headed to the National Orange Show Festival

ST. LOUIS, MO (May 2005) - Teddy bears ride in style as Build-A-Bear Workshop® (NYSE: BBW) puts its interactive bear-making experience on wheels and travels to San Bernardino, California to be part of the fun at the 90th National Orange Show Festival! 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 California! Guests at the National Orange Show will be able to choose from several animals ranging in price from \$10 - \$25 including Bearemy®, the Build-A-Bear Workshop mascot, Lil' Caramel Cub, Marvelous Monkey, Sassy Kitty, 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 California, Los Angeles (UCLA), San Diego State and other special bear-sized tees.

Build-A-Bear Workshop On Tour Store Hours at the National Orange Show:

Thursday, May 26 1:00 p.m. - 10:00 p.m.

Friday, May 27 1:00 p.m. - 10:00 p.m.

Saturday, May 28 11:00 a.m. - 10:00 p.m.

Sunday, May 29 11:00 a.m. - 10:00 p.m.

Monday, May 30 11:00 a.m. - 10:00 p.m.

Build-A-Bear Workshop On Tour Store Location:

Build-A-Bear Workshop On Tour will be located near the exhibit, Kid's Town America, within the National Orange Show Festival.

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® 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® and that when referencing the process of making stuffed animals you use the word "make" not "build".

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

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