



Build-A-Bear Workshop® Announces Pawsome Family Vacation Giveaway Winners!

May 26, 2005

Who: Build-A-Bear Workshop® Pawsome Family Vacation Giveaway

Week 2 Winner:

Corpus Family, Sugarland, TX

What: Build-A-Bear Workshop is dedicated to providing Guests with fun and interactive in-store experiences and the Pawsome Family Vacation Giveaway sweepstakes is just one of the many exciting events that Build-A-Bear Workshop offered its Guests.

The Pawsome Family Vacation Giveaway sweepstakes offered Guests visiting a Build-A-Bear Workshop store a chance to enter to win a trip to any Beaches Resorts - the Caribbean's #1 ultra all-inclusive luxury resorts for families located in Jamaica and the Turks & Caicos . The promotion gave Guests four weeks and four chances to win. The Corpus Family was one of the four Pawsome Family Vacation giveaway winners awarded a Beaches vacation. In addition, the family won a \$250 gift card from Circuit City to purchase their very own video camera, a Build-A-Party® for ten friends with Build-A-Bear Workshop mascot, Bearemy, as the host, and a CD music collection.

Why: Partnering with Beaches Resorts was a natural fit for Build-A-Bear Workshop as both companies are dedicated to offering Guests a fun and exciting experience that the entire family can enjoy!

Interview Opportunities:

Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop

Debbie White, Beaches Resorts

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; the company currently operates over 180 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, South Korea and France, 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.

About Beaches - A Place to Play in the Sand:

Beaches Resorts, created by Sandals Resorts in 1997, is the ultimate family getaway, where parents can get a vacation from their kids and kids get a vacation of their own. Here the best of everything is included in one simple price -- gourmet meals, anytime snacks and premium brand drinks, land and watersports, luxurious accommodations, and even tipping. Four locations, on the Caribbean's best beaches in Jamaica, Turks and Caicos and soon-to-be St. Lucia, include Kids Kamps, signatureXbox Game Oasis video game centers, water theme parks and expert childcare provided by Beaches' own Ultra Nannies. For more information

about Beaches Resorts, call 1-800-BEACHES or visit the Web site at www.beaches.com.

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