



## **BUILD-A-BEAR WORKSHOP® Opening at Northridge Fashion Center in Northridge, California**

June 20, 2005

ST. LOUIS, MO (June 20, 2005) - Build-A-Bear Workshop® (NYSE: BBW), Where Best Friends Are Made® is opening a store at Northridge Fashion Center in Northridge, California on Friday, July 1. Northridge Fashion Center 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 Northridge a unique and exciting retail experience.

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 bear-making stations. Guests choose their furry friend to make, stuff it just right, and add personality with hundreds of outfits and accessories. The company is also known for the memorable heart ceremony that takes place during the fun bear-making process. This station allows Guests to choose a red satin heart, make a special wish and place it 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 Northridge have the chance to show their team spirit by purchasing special bear-sized Los Angeles Angels and Dodgers uniforms, Tiny Tees® shirts and accessories. In addition, Los Angeles Clippers and Lakers jerseys are available for all basketball fanatics.

As part of the grand opening, on Saturday, July 2, Build-A-Bear Workshop® invites Guests to participate in Stuffed with Hugs Project Bearlift and make a bear for free. Two hundred bears will be donated to UNICEF for distribution to children affected by the Tsunami. Stuffed with Hugs™ began in 2001 and since then Build-A-Bear Workshop has donated over 125,000 bears to worthy causes. The purpose of Stuffed with Hugs is to give children a chance to help others.

With an existing store location at Fashion Island, Glendale Galleria, DOWNTOWN DISNEY® District, Westside Pavilion, Hollywood & Highland, The Oaks, The Shops at Mission Viejo and Ontario Mills Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop, is looking forward to opening the ninth store in Los Angeles. 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 Northridge Mall. We have had many Guests who have visited our other locations ask us when we will be opening at Northridge Fashion Center Now, we will be able to reach even more of our friends in Los Angeles 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 opening franchise stores internationally. The company has been developing 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; 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](http://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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