



Kansas City Royals™ and Build-A-Bear Workshop® Team Up To Celebrate Teddy Bears and Baseball

July 19, 2005

ST. LOUIS (July 19, 2005) - Build-A-Bear Workshop® (NYSE:BBW) and the Kansas City Royals™ are again celebrating teddy bears and baseball. On Tuesday, July 26, when the Royals take on the Chicago White Sox™ the first 10,000 children age 14 and under will receive Roy, a teddy bear made exclusively for the Kansas City Royals™.

The collectible Beary Limited™ edition stuffed animal is a blue bear sporting an embroidered Kansas City Royals™ logo on its paw. This is the second exclusive teddy bear made by Build-A-Bear Workshop for the Royals to be given away to young fans. Children in attendance at the June 5 game received KayCee a royal blue teddy bear.

As part of its ongoing support of juvenile diabetes research, families from the Juvenile Diabetes Research Foundation (JDRF) will be at the game as Guests of Build-A-Bear Workshop. JDRF Families also attended the June 5 game and Kelsey Martin, a member of the JDRF Kansas City Chapter, threw out the ceremonial first pitch.

Build-A-Bear Workshop Founder and Chief Executive Bear, Maxine Clark, commented that, "partnering with the Kansas City Royals™ is a natural fit - baseball is an American passion, as are stuffed animals. Teddy bears are known for their hugs and we are thrilled that Roy will be giving out many hugs on game day. We are also honored to share the day with our friends from the Juvenile Diabetes Research Foundation."

Build-A-Bear Workshop also has game day partnerships with other teams including the New York Mets™, Chicago Cubs™, St. Louis Cardinals™, and Pittsburgh Pirates™. In Philadelphia, Cleveland and Cincinnati Build-A-Bear Workshop has opened unique in stadium stores that give fans the opportunity to make their own team mascot.

Major League Baseball® bear-sized gear is available at Build-A-Bear Workshop® stores and online at www.buildabear.com. The officially licensed merchandise is authentic down to the smallest detail, including big league style jerseys, belted baseball pants, stirrup socks and official team logos on the uniforms.

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; the company currently operates over 190 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 Juvenile Diabetes Research Foundation

Juvenile Diabetes Research Foundation (JDRF), the leading charitable funder and advocate of juvenile (type 1) diabetes research worldwide, was founded in 1970 by the parents of children with juvenile diabetes - a disease which strikes children suddenly, makes them insulin-dependent for life, and carries the constant threat of devastating complications. Since inception, JDRF has provided more than \$800 million in direct funding to diabetes research. More than 80 percent of JDRF's expenditures directly support research and research-related education. JDRF's mission is constant: to find a cure for diabetes and its complications through the support of research.

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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