



Build-A-Bear Workshop® and the New York Mets™ Play Ball at Shea Stadium on July 23

July 20, 2005

Build-A-Bear Workshop hosting an on field baseball clinic for children from the Juvenile Diabetes Research Foundation.

ST. LOUIS (July 20, 2005) - For the third straight season, Build-A-Bear Workshop® (NYSE:BBW) and the New York Mets™ are celebrating teddy bears and baseball. The partnership features various special events including player appearances, a pre-game clinic, Guest sweepstakes and a special teddy bear giveaway on Build-A-Bear Workshop day at Shea Stadium.

On Saturday, July 23, Casey, a 13" teddy bear featuring the Mets logo embroidered on its paw will be given away to the first 12,000 children age twelve and under. This collectible Beary Limited™ edition stuffed animal was made exclusively for the New York Mets™. Each new furry friend will go home in its own uniquely designed Build-A-Bear Workshop, New York Mets™ Cub Condo® carrying case.

Before the game, Build-A-Bear Workshop will host a baseball clinic for 85 children from the Juvenile Diabetes Research Foundation (JDRF). The clinic will be held prior to the 3:15 p.m. game. Build-A-Bear Workshop and JDRF will also participate in pre-game ceremonies that include a ceremonial first pitch by Allison Shyer, a 14-year old that was diagnosed with juvenile diabetes at the age of five.

On August 5 from 12:00 pm - 1:00 pm fans of the New York Mets™ are invited to meet a Mets' outfielder Cliff Floyd at the biggest Build-A-Bear Workshop® store in the world located on 5th Avenue at 46th Street. The flagship store officially opened on July 8.

Build-A-Bear Workshop Founder and Chief Executive Bear Maxine Clark commented, "We have enjoyed our ongoing partnership with the New York Mets™ and are thrilled to be working with them again this season. Teddy bears are known for their hugs and we are happy that Casey 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 and look forward to hosting the baseball clinic for kids to give them the chance to meet and learn from Major League Baseball® players."

"Our kids are so excited to have a special day to share with Build-A-Bear Workshop and the Mets," said Marsha Shyer, Vice President, Communications/Outreach for JDRF's New York Chapter. "Many of the children who are coming are recently diagnosed with type 1 diabetes. We are thrilled to see a company like Build-A-Bear Workshop partner with us and by so doing show how much they care about children."

Other parts of the promotion included a Guest sweepstakes at 12 New York metro area Build-A-Bear Workshop stores. One winner from each store received four tickets to the July 23 game and four Casey stuffed animals. At that game, the national anthem will be performed by Mandy Salimbeni, a Build-A-Bear

Workshop store associate from Lancaster, PA and the starting line-ups for both teams will be introduced by Build-A-Bear Workshop store associate Carolyn Mitchell from Paramus Park Mall in New Jersey.

In addition to the Mets, Build-A-Bear Workshop has game-day partnerships with other teams including the St. Louis Cardinals™, Chicago Cubs™, Kansas City Royals™ 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 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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