



Build-A-Bear Workshop® is On The Move to Indianapolis And Reaching Out to Others Along the Way!

July 28, 2005

Build-A-Bear Workshop On Tour visits the Indiana State Fair, Guests are invited to make bears for free to support Riley Hospital for Children

ST. LOUIS, MO (July 28, 2005) - Teddy bears ride in style as Build-A-Bear Workshop® (NYSE: BBW) puts its interactive bear-making experience on wheels and travels to the Indiana State Fair. 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.

Continuing the company's dedication to being good community partners, Build-A-Bear Workshop On Tour invites the first 100 Guests visiting the store on Saturday, August 20 to take part in Stuffed with Hugs™. As a part of Stuffed with Hugs, Guests are invited to make a bear for free to be donated to Riley Hospital for Children. Riley Hospital for Children is Indiana's only comprehensive children's hospital, with pediatric specialists in every field of medicine and surgery. Riley Hospital for Children is committed to providing the highest quality health care to children in a compassionate, family-centered environment.

As Build-A-Bear Workshop On Tour travels 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. "It is our hope that by inviting Guests to make bears for free that we can provide an outlet for children to show they care, while enjoying one of their favorite events in Indiana," said Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop. "We are excited to support Riley Hospital for Children through this donation. In addition to quality care, the kids will also be comforted by a new cuddly teddy bear."

Guests who visit Build-A-Bear Workshop® On Tour are encouraged to use their imagination as they make their own stuffed animal. Guests will be able to choose from several animals ranging in price from \$10 - \$22, including Bearemy®, Lil' Carmel Cub, Marvelous Monkey, Shaggy Teddy, 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 and Indiana University Tiny Tees®. Sports fans will even have the opportunity to dress their stuffed animal in an Indianapolis Colts sweatshirt, Indiana Pacers uniform or Chicago Cubs™ uniform or Tiny Tee®.

Build-A-Bear Workshop On Tour store hours at the Indiana State Fair:

Thursday, August 18 - Sunday, August 21: 10:00 a.m. - 7:00 p.m.

****The first 100 Guests to Build-A-Bear Workshop On Tour, Saturday, August 20, will be invited to make a bear for free to benefit Riley Hospital for Children.****

Build-A-Bear Workshop On Tour store location:

Build-A-Bear Workshop On Tour will be located within the Pfizer Fun Park, at the northeast end of the State Fairgrounds.

About Build-A-Bear Workshop giving programs

Build-A-Bear Workshop is committed to improving communities and impacting lives through meaningful philanthropic programs that support causes for children, families and animals. The company does this in a number of ways including Stuffed with Hugs™, the company signature charitable program, which is now in its fifth year. Additionally, Build-A-Bear Workshop directs funds to children's health and wellness programs, literacy initiatives, the preservation of endangered animals and their habitats, and the support of local animal shelters.

About the Indiana State Fair

The Indiana State Fair runs Aug. 10 - 21. Advance tickets are \$5 for anyone 6 or older (kids 5 and under are free) and can be purchased at Marsh Supermarkets, CVS/pharmacies, The Marten House Hotel, Indiana Farm Bureau offices, Union Federal Banks and the Indiana State Fair box office. Admission is \$6 at the gate. For more information, call the Indiana State Fairgrounds at (317) 927-7500 or visit www.indianastatefair.com.

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.

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.