



Build-A-Bear Workshop(R) and World Wildlife Fund Helping to Save Endangered Animals

August 8, 2005

ST. LOUIS--(BUSINESS WIRE)--Aug. 8, 2005--Build-A-Bear Workshop (NYSE:BBW) is proud to announce the arrival of Giraffe, the newest in the series of co-branded stuffed animals developed by Build-A-Bear Workshop and World Wildlife Fund (WWF). Beginning August 12, Giraffe will be sold in Build-A-Bear Workshop stores nationwide and on the web at www.buildabear.com.

Build-A-Bear Workshop donates one dollar to WWF for each Giraffe sold to help the organization support its work of protecting the world's endangered animals and their habitats. To help celebrate the Giraffe's arrival the weekend of August 13 and 14, Build-A-Bear Workshop will double the donation to WWF from \$1 to \$2 for any Giraffe purchased that weekend.

The giraffe is the sixth in a series of stuffed animals that have helped to support WWF and their causes since the partnership began in 2000. The Giraffe will be available for \$25 and wears a collector's medallion featuring the WWF official panda logo. Each Giraffe owner will also receive a numbered Certificate of Authenticity by mail, further enhancing its value to collectors.

Commenting on the WWF partnership, Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop said, "We are happy and proud to support the great work of the World Wildlife Fund around the world. Judging by the response of our Guests, we know that they care as much as we do about animals that are in danger. We are pleased that our ongoing partnership continues to generate more funds and awareness for WWF, this time through the adorable Giraffe!"

"Build-A-Bear Workshop is a wonderful supporter of WWF's conservation efforts, helping us to ensure the survival of the wildlife that inspires their stuffed animals," said Mark Pilipczuk, WWF Vice President of Marketing. "Donations from these sales will be used to help protect the giraffe's African habitat."

About World Wildlife Fund

Known worldwide by its panda logo, World Wildlife Fund (WWF) leads international efforts to protect endangered species and their habitats. Now in its fifth decade, WWF works in more than 100 countries around the globe to conserve the diversity of life on Earth. With more than 1 million members in the U.S. and another 4 million worldwide, WWF is the world's largest privately financed conservation organization.

WWF directs its conservation efforts toward three global goals: saving endangered species, protecting endangered habitats and addressing global threats such as toxic pollution, over-fishing and climate change. From working to save the giant panda and bringing back the Asian rhino to establishing and helping to manage parks and reserves worldwide, WWF has been a conservation leader for more than 40 years.

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(R) 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 ask that you use our full Name: Build-A-Bear Workshop(R) and that when referencing the process of making stuffed animals you use the word "make" not "build".

Build-A-Bear Workshop(R) is our well-known trade name and our registered trademark of Build-A-Bear Workshop, Inc. Build-A-Bear Workshop(R) 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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