



Build-A-Bear Workshop(R), Nikki's Bear III Supports Children's Health and Wellness for Third Year

August 23, 2005

ST. LOUIS--(BUSINESS WIRE)--Aug. 23, 2005--Build-A-Bear Workshop (NYSE:BBW):

- Over \$550,000 donated to date through the Nikki's Bear Program
- Teddy Bear Launch to Benefit the Lance Armstrong Foundation

As part of its ongoing commitment to children's health and wellness, Build-A-Bear Workshop(R) (NYSE:BBW) introduces Nikki's Bear III - third in a series, to honor Nikki Giampolo, a young girl who lost her life to cancer. During the month of September, as part of Childhood Cancer Awareness Month, a portion of proceeds from the sale of Nikki's Bear III will be given to the Lance Armstrong Foundation (LAF) through the Build-A-Bear Workshop Foundation. Additionally, from August 26-28, Guests who purchase Nikki's Bear III will receive a FREE bear-size Lance Armstrong Foundation LIVESTRONG(TM) wristband.

"One of our primary goals with the Nikki's Bear program is to help children maintain normal lives while they struggle with difficult health issues including cancer, diabetes and autism," said Maxine Clark, Founder and Chief Executive Bear. "Nikki's Bear sends a message of hope and courage to children with cancer and is a celebration of life for those children and their families and friends who support them. To date, the program has raised more than \$550,000 for important children's health and wellness causes."

Build-A-Bear Workshop is proud to help support the Lance Armstrong Foundation advocacy, education, public health and research programs through the net proceeds from the sale of the highly-recognizable yellow wristbands in a special bear size for their furry friends. In addition throughout September, Guests can purchase special purple satin hearts sold for \$1.00 with the proceeds also going to the LAF.

About Nikki's Bear

Nikki's Bear III is named in memory of Nikki Giampolo who lost her life to cancer in 2002 at the age of 15. Nikki loved life, children and teddy bears. Nikki's story inspired the creation of Nikki's Bear in 2003 which was dedicated to her wish of helping children with cancer. Nikki's Bear III - third in a series continues to fulfill Nikki's dream of providing hope to other children with serious health issues by donating a portion of the proceeds from this bear to fund children's health and wellness initiatives, including pediatric cancer, juvenile diabetes and autism research through the Build-A-Bear Workshop Foundation.

About Build-A-Bear Workshop(R)

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.

About the Lance Armstrong Foundation

The Lance Armstrong Foundation (LAF) believes that in your battle with cancer, unity is strength, knowledge is power and attitude is everything. From the moment of diagnosis we provide the practical information and tools you need to live strong. The LAF serves its mission through public health, advocacy, research and education, including the LIVESTRONG(TM) Resource for Cancer Survivors. The LAF was founded in 1997 by cancer survivor and champion cyclist Lance Armstrong and is located in Austin, Texas. For more information, visit www.livestrong.org.

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(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.

MULTIMEDIA AVAILABLE:

<http://www.businesswire.com/cgi-bin/mmg.cgi?eid=4957087>

CONTACT: Build-A-Bear Workshop, St. Louis

Shawn Bertani, 314-423-8000 ext. 5366

Cell: 314-452-6391

shawnb@buildabear.com

or

Jennifer Mansell, 314-423-8000 ext. 5402

Cell: 414-808-1146

jenniferm@buildabear.com

SOURCE: Build-A-Bear Workshop