



Build-A-Bear Workshop® On Tour Travels to Massachusetts

September 6, 2005

Build-A-Bear Workshop On Tour with North American Midway Entertainment Headed to the Big E

ST. LOUIS, MO (September 06, 2005) — Teddy bears ride in style as Build-A-Bear Workshop® (NYSE: BBW) puts its interactive bear-making experience on wheels and travels to West Springfield, MA to be part of the fun at the one of the biggest fairs in the nation, the Eastern States Exposition – better known as The Big E! Throughout this year, the award winning make-your-own stuffed animal retailer is taking Build-A-Bear Workshop On Tour, a traveling Build-A-Bear Workshop store, to fairs, sporting and entertainment venues throughout the country.

As On Tour crosses 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. “We wanted to create a store that would take the experience and interaction of our mall-based stores to places where families go to have fun,” said Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop. “Build-A-Bear Workshop On Tour has successfully shared many smiles and warmed thousands of hearts!”

"We are very pleased to welcome Build-A-Bear Workshop, a true family experience, to the Big E. It will mark the first time that Build-A-Bear Workshop will be on our midway--making a wonderful attraction more accessible to our patrons" said Charlotte Allison, VP of Marketing and Promotions for North American Midway Entertainment.

Just like the mall-based stores, Guests who visit Build-A-Bear Workshop On Tour are encouraged to use their imagination as they make their own stuffed animal while at one of their favorite events! Guests who visit Build-A-Bear Workshop® On Tour at The Big E will be able to choose from several stuffed animals ranging in price from \$10 - \$22 including Bearemy®, Build-A-Bear Workshop Mascot, Lil' Caramel Cub, Velvet Teddy, Sassy Kitty, 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 including special items like bear-sized Boston University, Boston College and University of Massachusetts Tiny Tees®! Sports fans can dress their bears in their favorite team's uniform or jersey, including the Red Sox™, Celtics and Patriots. The store will offer a variety of fashion clothing and accessories for all Guests' tastes, from Hello Kitty Tiny Tees® to Harley Davidson® Biker Jackets!

Build-A-Bear Workshop On Tour store hours at The Big E:

Friday, September 16 – 11:00 a.m. - 10:00 p.m.

Saturday, September 17 – 10:00 a.m. - 11:00 p.m.

Sunday, September 18 – 10:00 a.m. - 11:00 p.m.

Friday, September 23rd – 11:00 a.m. - 10:00 p.m.

Saturday, September 24th – 10:00 a.m. - 11:00 p.m.

Sunday, September 25th – 10:00 a.m. - 11:00 p.m.

Build-A-Bear Workshop On Tour store location:

Build-A-Bear Workshop On Tour will be located within the North American Midway, The Big E amusement park.

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 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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