



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

September 14, 2005

Build-A-Bear Workshop On Tour Headed to the State Fair of Texas

ST. LOUIS, MO (September 2005) — Teddy bears ride in style as Build-A-Bear Workshop® (NYSE: BBW) puts its interactive bear-making experience on wheels and travels to Dallas, TX to be part of the fun at one of the biggest fairs in the nation, the State Fair of Texas! 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!”

Build-A-Bear Workshop On Tour was recognized as the “Best Non-Food Vendor” while visiting the South Florida Fair. According to Theresa M. Agricola, Sponsorship Development Manager at the South Florida Fair, “Build-A-Bear Workshop On Tour had the “look” and “feel” and the friendliest people!” Build-A-Bear Workshop On Tour was recognized based on several factors including employee helpfulness and friendliness, the fairgoers enjoyment and store cleanliness and character.

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 in Texas! Guests who visit Build-A-Bear Workshop® On Tour at the State Fair in Texas will be able to choose from several animals ranging in price from \$10 - \$22 including Lil' Caramel Cub, Velvet Teddy, Sassy Kitty, Border Collie, Floppy Pony 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 Texas exclusive items like bear-sized Texas Tech, University of Texas and Texas A & M Tiny Tees® and tees that feature the Texas Flag! Sports fans can dress their bears in their favorite team's uniform or jersey, including the Dallas Cowboys, Mavericks and Texas Rangers™. Guests can also dress their bears in cowboy hats, boots and bandanas! 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 State Fair in Texas:

Friday, September 30 – Saturday, October 8 10:00 a.m. - 10:00 p.m.

Build-A-Bear Workshop On Tour store location:

Build-A-Bear Workshop On Tour will be located along Coliseum Drive in the East Park Plaza.

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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