



Build-A-Bear Workshop(R) On Tour Visits UAW-GM Quality 500

October 4, 2005

ST. LOUIS--(BUSINESS WIRE)--Oct. 4, 2005--Build-A-Bear Workshop(R) (NYSE: BBW):

- Mobile Store to attend four races in 2005 and offers Guests a chance to make their own stuffed animal race driver with officially licensed bear-sized merchandise.
- The Build-A-Bear Workshop Foundation supporting Speedway Children's Charities with \$31,000 donation and bears that will be made by Guests at the race.

Teddy bears ride in style as Build-A-Bear Workshop(R) (NYSE: BBW) puts its interactive bear-making experience on wheels and travels to the UAW-GM Quality 500 at Lowe's Motor Speedway from October 13-15. The award winning make-your-own stuffed animal retailer is taking Build-A-Bear Workshop On Tour to fairs, sporting and entertainment venues throughout the country. The traveling store, will attend four races in 2005 offering a line of five drivers' bear-sized uniforms, hats and tees.

As part of being at the races, the Build-A-Bear Workshop Foundation will make a donation of \$31,000.00 to Speedway Children's Charities (SCC). During each of the pre-race activities, the company will present a portion of this donation at a check ceremony with children from SCC, Debbie Wilson - National Marketing Director of Speedway Children's Charities and a NASCAR driver.

On Saturday, October 15, Build-A-Bear Workshop On Tour invites the first 100 Guests visiting the store to take part in Stuffed with Hugs(TM). As a part of this event, Guests are invited to make a bear for free to be donated to SCC. All bears made at the race will be given to children in need in the Charlotte area.

According to Major/General Tom Sadler, Executive Director of Speedway Children's Charities, "We are very excited about our new relationship with Build-A-Bear Workshop(R). They are all about children, which is exactly what drives Speedway Children's Charities as well. We look forward to working with Build-A-Bear Workshop for many years to come." SCC will use the Build-A-Bear Workshop donation to benefit children in need across the country as well as in the local Charlotte area. Build-A-Bear Workshop will also support Speedway Children's Charities through their participation at the Tyson Fun Walk for Charity at Lowe's Motor Speedway in which Bearemy(R), Build-A-Bear Workshop mascot, will attend.

Stuffed with Hugs at Build-A-Bear Workshop On Tour:

Date/Time: October 15 beginning at 9 a.m.

Location: Build-A-Bear Workshop On Tour (in the vendor display area outside of track gates)

Tyson Fun Walk for Charity at Lowe's Motor Speedway:

Date/Time: October 15, 11:00 a.m.

Location: Lowe's Motor Speedway track

Check Presentation with Speedway Children's Charities:

Date/Time: October 15, during pre-race activities

Location: Lowe's Motor Speedway track

As Build-A-Bear Workshop(R) On Tour travels across the country, the company continues to show its commitment to support great causes. "Like Build-A-Bear Workshop, Speedway Children's Charities is dedicated to improving the lives of children who need it most," said Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop. "We are honored to assist in the great work Speedway Children's Charity is doing for children across the country."

Guests who visit Build-A-Bear Workshop On Tour at Lowe's Motor Speedway 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 - \$20, including Bearemy(R), Lil' Carmel Cub, Marvelous Monkey, Shaggy Teddy and more.

Build-A-Bear Workshop On Tour will offer officially licensed bear-sized merchandise for five drivers including #24 Jeff Gordon, #18 Bobby Labonte, #20 Tony Stewart, #48 Jimmie Johnson and #29 Kevin Harvick. Guests can choose between a variety of items, including shirts that feature the drivers' numbers and signatures, driver uniforms and bear-sized hats. Officially licensed product ranges in price, bear-sized driver hats and Tiny Tees(R) from \$5 - \$7 and driver uniforms are \$22.

Build-A-Bear Workshop On Tour store hours at UAW-GM Quality 500 at
Lowe's Motor Speedway:

Dates/Times:

Thursday, October 13 Noon - 8 p.m.

Friday, October 14 10 a.m. - 10 p.m.

Saturday, October 15 9 a.m. - 7 p.m.

Location: Build-A-Bear Workshop On Tour will be located in the vendor display area outside of the track gates, between the Motor Racing Outreach display area and Projector People.

Background:

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(TM), the company's 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 Speedway Children's Charities:

Founded in 1984, Speedway Children's Charities (SCC) is a non-profit organization dedicated to helping children. Their priority is improving the quality of life for children in need and that mission has remained the

same throughout their growth. Through donations, sponsorships and fundraising events, they distribute funds to qualified non-profit organizations with the same mission as theirs. In 2004, Speedway Children's Charities raised more than \$2.8 million and awarded grants to more than 411 organizations, positively affecting more than 300,000 children.

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. Since 2004, the company has opened four 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 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:

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SOURCE: Build-A-Bear Workshop