



Build-A-Bear Workshop(R) Donates \$260,000 to Support The Lance Armstrong Foundation; Donations total \$1.5 million since 2004

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ST. LOUIS, Nov 23, 2005 (BUSINESS WIRE) -- Build-A-Bear Workshop(R) (NYSE:BBW) and the Build-A-Bear Workshop Foundation donated more than \$260,000 in 2005 to the Lance Armstrong Foundation (LAF) to support the organization's campaign for cancer advocacy, education and research. Donations made since 2004 to the LAF total \$1.5 million.

As part of its ongoing commitment to children's health and wellness, the company introduced Nikki's Bear III - the third in a series of bears that honor Nikki Giampolo, a young girl who lost her life to cancer. During the month of September, as part of Childhood Cancer Awareness Month, Build-A-Bear Workshop donated a portion of proceeds from the sale of Nikki's Bear III were given to the LAF through the Build-A-Bear Workshop Foundation. Guests could also purchase special purple satin hearts and bear-size LIVESTRONG(TM) wristbands to show their support for the LAF.

In celebration of the Eat With Your Bear Hands Cafe grand opening, located in the New York City flagship store, Build-A-Bear Workshop held a special LAF fundraising event on Sept. 15th benefiting the LAF. The celebration included a Stuffed with Hugs(TM) program, where 500 stuffed animals were made and donated to New York City area pediatric cancer patients. The fundraising event also featured live and silent auctions, including celebrity autographed stuffed animals. Additionally, during the event a portion of the New York City Build-A-Bear Workshop store sales were donated to the LAF.

Build-A-Bear Workshop continues to offer ways for Guests to support the LAF. Guests can purchase the LAF bear-size LIVESTRONG(TM) cyclist outfit, which includes a jersey, biker shorts, plush water bottle, bear-size yellow wristband, helmet, socks, shoes and shoe covers at select stores. These locations include Disneyland in Anaheim, Calif., Mall of America in Minneapolis, Minn., the New York City flagship, and Lakeline Mall and Barton Creek Square in Austin, Texas. Guests can also visit the company's Website at www.buildabear.com and purchase the LAF cyclist outfit sold for \$50 that includes a \$25 donation to the LAF.

According to Build-A-Bear Workshop(R) Founder and Chief Executive Bear, Maxine Clark, The support of the LAF is yet another way that Build-A-Bear Workshop supports the efforts that raise money and awareness for cancer research. "We are passionate about children's health and wellness initiatives. 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. Our support of the Lance Armstrong Foundation is a wonderful way for Build-A-Bear Workshop and our Guests to support children battling cancer."

"On behalf of Lance and the entire Foundation, I would like express our sincere gratitude for the generosity of Build-A-Bear Workshop," said Mitch Stoller, Chief Executive Officer of the LAF. "The support of Build-A-Bear Workshop is especially satisfying because it allows children of all ages to take an active role in

supporting cancer survivors. Many of these stuffed animals also help to provide comfort to children affected by cancer."

For more information on ways to help visit www.buildabear.com or visit the Lance Armstrong Foundation at www.laf.org.

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 life on your own terms. We serve our 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.

About Build-A-Bear Workshop(R)

Build-A-Bear Workshop, Inc., is the only global company that offers an interactive make-your-own-stuffed animal retail-entertainment experience. Founded in St. Louis in 1997, the company currently operates more than 200 stores in the United States and Canada. The addition of stores in Europe, Asia and Australia make Build-A-Bear Workshop the leader in the teddy bear business. In November 2004, the company expanded the make-your-own concept from stuffed animals to dolls with the opening of its first friends 2B made(R) stores, which feature doll making. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$302 million in fiscal 2004. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web sites at www.buildabear.com and www.friends2bmade.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.

SOURCE: Build-A-Bear Workshop, Inc.

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