



Build-A-Bear Workshop Offers Guests Great Valentine's Day Gift Ideas

January 31, 2006

ST LOUIS (Jan. 31, 2006) -- Do you want to get your loved one something unique this Valentine's Day? At Build-A-Bear Workshop® Guests can make something for everyone on their list. Build-A-Bear Workshop not only offers a variety of make-your-own stuffed animals, outfits and accessories to choose from, but provides Guests the chance to express their Valentine's Day wishes in a unique and very personal way.

If your sweetheart is a sports fanatic, you can get officially licensed bear-sized uniforms, jerseys and caps for their favorite teams and gear for every type of fan. If you have a loved one in the military, you can personalize a furry friend by dressing it in a Marine, Navy or Air Force dress uniform or a camouflage outfit. If you want to spend some quality time with your kids this Valentine's Day, give them a Bear Bucks® gift card and let them make and personalize their own furry friend!

While making furry friends at Build-A-Bear Workshop, Guests have the opportunity to give their stuffed animal a personality all its own by adding a red satin heart and making a very special wish for their new furry friend. Guests can even personalize their animal further with an "I Love You" sound or with their very own recorded message.

This Valentine's Day Build-A-Bear Workshop is featuring a NEW loveable friend – Hearts Fur You Teddy, sending this Beary Limited™ edition Collectibear® friend covered in hearts is the pawfect way to spread Valentine's Day love. Not only can Guests make the perfect Valentine's Day stuffed animal for friends and family, they can also make a difference in their communities. When Guests purchase any of the Build-A-Bear Workshop® cause animals, which include Nikki's Bear III, Read Teddy®, Bearemy's Kennel Pals® friends, and World Wildlife Fund Collectibear® friends, a portion of the proceeds go directly to charitable organizations.

According to Build-A-Bear Workshop Founder and Chief Executive Bear, Maxine Clark, one of the best parts about making a stuffed animal at Build-A-Bear Workshop is the encouragement Guests receive to use their imagination and creativity as they move through the eight bear-making stations. "Guests of all ages will enjoy our highly personalized, thoughtful gifts," added Clark. "Whether it's your first Valentine's Day together or your 50th, you can find a special gift at Build-A-Bear Workshop."

For more information about Build-A-Bear Workshop or to view special Valentine's Day merchandise offered at Build-A-Bear Workshop, visit www.buildabear.com

About Build-A-Bear Workshop

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® 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.

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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® 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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