



## **Build-A-Bear Workshop® and the San Francisco Giants™ Play Ball!**

March 13, 2006

*Build-A-Bear Workshop® opening a Make Your Own Lou Seal™ store in AT&T Park*

ST. LOUIS (March 13, 2006) – Build-A-Bear Workshop® and the San Francisco Giants™ have teamed up at AT&T Park for the 2006 season. When the season opens, fans of all ages will be treated to a brand new experience – the opportunity to make their very own Lou Seal mascot of other Giants-themed, furry friends.

The new interactive, entertainment retail store, Make Your Own Lou Seal™ by Build-A-Bear Workshop will be located on the Promenade Level in the Coca Cola Fan Lot at AT&T Park and will be open during all Giants home games. Fans can purchase a Lou Seal, the Giants loveable, fan-favorite mascot, plush animal and make it themselves by stuffing it, giving it a special heart, fluffing it and then dressing it in unique Giants clothing and accessories. The store will also feature a one-of-a-kind Giants Ballpark Bear and an orange Giants Baseball Bear, the first two in a series of bears created only for San Francisco Giants fans. The stuffed animals range in price from \$18 -\$22.

The stuffed animals can be dressed in outfits that range in price from \$6-\$15 and include officially licensed Giants uniforms, Tiny Tees® shirts, biker jackets, pajamas and the latest pink baseball fashions – jersey, shorts and warm-up jacket. Adding to the unique process of making a stuffed Lou Seal or bear at the ballpark are plush versions of game-day snacks as well as team pennants, catchers gear, batting helmets and other bear-size accessories all available for \$2-\$10. Each new furry friend can be further personalized with the “Take Me Out To The Ballgame™” song and the “Charge” chant. All stuffed animals go home with their own specialized Lou Seal birth certificate and Cub Condo® carrying case.

“Baseball is a significant part of the American landscape as are stuffed animals and that is why this new partnership with the San Francisco Giants is such a great fit,” said Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop. “Our Make Your Own Lou Seal store by Build-A-Bear Workshop includes the same experience and interaction of our mall-based stores and we are excited to provide Giants fans with a distinctive way of showing their team spirit. The San Francisco Giants promote a family friendly environment and we look forward to being a part of and enhancing that family fun.”

“It is the Giants goal to provide our fans with the ultimate ballpark experience when they visit AT&T Park. Since the park opened in 2000, the Coca-Cola Fan Lot has provided millions of young fans with unique activities, including the Coke Bottle slides and playing baseball in the Little Giants Park. Our partnership with Build-A-Bear Workshop, gives us the opportunity to further enhance the Fan Lot experience,” said Larry Baer, Giants executive vice president and chief operating officer.

### **About Lou Seal™**

Full Name: Luigi Francisco Seal

Born: July 25, 1996

Height: Taller than the average Seal

Weight: He could use a diet

Hair: Battleship grey

Bats/Throws: Right Flipper

Interests: Enjoys going to the movies, eating dinner (lots of it), dancing (all the time), swimming, playing baseball and many other sports.

### **About the San Francisco Giants**

The San Francisco Giants of the National League is one of the oldest franchises in Major League Baseball. Boasting a 123-year history, the team moved to San Francisco from New York in 1958 playing a total of 42 years in Seals Stadium and Candlestick Park before moving into their current home at AT&T Park in 2000.

Since opening its gates in 2000, AT&T Park has become internationally renowned as a premier venue in the world of both sports and entertainment. On the diamond, the National League-high of 19.2 million spectators have witnessed a trio of playoff appearances, the 2002 World Series® and a bevy of magical moments. Barry Bonds has established his own historical stage on the shores of McCovey Cove, from his record-setting 71st home run in 2001 to career clouts number

Media Day - Media members are invited to make a new furry friend at the Make Your Own Lou Seal™ store during media day on Tuesday, March 28. Build-A-Bear Workshop Founder and Chief Executive Bear, Maxine Clark will be available for interviews on media day. If you are interested in attending please RSVP to Shana Daum at 415-972-2496.

Photographs of Make Your Own Lou Seal™ merchandise are available from Build-A-Bear Workshop.

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 franchise stores in Europe, Asia and Australia make Build-A-Bear Workshop the leader in interactive retail. 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® store, in which Guests can make their own dolls. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$362 million in fiscal 2005. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web sites at [www.buildabear.com](http://www.buildabear.com) and [www.friends2bmade.com](http://www.friends2bmade.com).

### **TRADEMARKS**

We would like to thank you for your interest in covering our business. As you write your story, we would 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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