



## **Build-A-Bear Workshop, Inc. Extends Global Reach in India, with the Murjani Group**

March 22, 2006

ST. LOUIS--(BUSINESS WIRE)--March 22, 2006--Build-A-Bear Workshop, Inc. (NYSE: BBW):

- First store in India to open later this year
- Build-A-Bear Workshop franchisees opened 18 new stores in 2005 and expect to open approximately 20 new stores in 2006

Build-A-Bear Workshop, Inc. (NYSE: BBW), an interactive entertainment retailer of customized stuffed animals, announced an agreement with The Murjani Group in India, as a new international franchisee. India is the 14th country to join the Build-A-Bear Workshop(R) international franchisee program.

"We are pleased with the partnership we have established in India and look forward to the exciting growth The Murjani Group can help us achieve. Mohan Murjani's 35-plus years of proven brand management and retailing experience is a wonderful asset for Build-A-Bear Workshop," said Chairman and Chief Executive Bear Maxine Clark. "Our international growth has proven that a teddy bear hug is understood in any language."

The Murjani Group is led by its Chairman, Mohan Murjani and Managing Director, Vijay Murjani. In 1976 The Murjani Group launched Gloria Vanderbilt followed by Tommy Hilfiger in 1984 and became the first Indian company to develop and market designer brands in the international market place. Murjani is currently evaluating sites for Build-A-Bear Workshop stores in India and anticipates opening the first store later this year.

According to AT Kearney's 2004 Global Retail Development Index, "India is the world's second largest retail market and has the youngest population in the world, with over 50 percent of the population under 21 years old."

"We are so pleased to bring this wonderful, loving concept and look forward to sharing lots of teddy bear hugs with the young and old, throughout India," said Mohan Murjani, Chairman of the Murjani Group.

The agreement with India brings the total number of international countries with franchise agreements to fourteen. Those countries include Australia, Belgium, Denmark, France, India, Japan, Luxembourg, the Netherlands, Norway, the Republic of China (Taiwan), South Korea, Sweden, Thailand and the United Kingdom.

About Build-A-Bear Workshop, Inc.

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(R), 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).

#### Forward-Looking Statements

This press release contains "forward-looking statements" (within the meaning of the federal securities laws) which represent the Build-A-Bear Workshop's expectations or beliefs with respect to future events. These forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from those anticipated. Those factors include, without limitation: we may not realize some of the expected benefits of the acquisition of Amsbra and The Bear Factory; we may be unable to generate comparable store sales growth; our marketing initiatives may not generate sufficient brand awareness and sales; we may be unable to effectively manage our international franchises or comply with changing laws relating thereto; we may be unable to generate demand for our retail experience, or to respond to consumer preferences; customer mall traffic may decrease, as a result of various factors, including a reduction of consumer confidence because of terrorism or war; general economic conditions may worsen; our market share could be adversely affected by competitors; we may lose key personnel, or be unable to hire qualified additional personnel; vendor deliveries may be disrupted; the availability and costs of our products could be impacted by international manufacturing and trade issues; our warehousing and distribution vendors may perform poorly; we may fail to protect our intellectual property and may have infringement, misappropriation or other disputes or litigation with third parties; we may be unable to open new stores, renew or replace our store leases, enter into leases for new stores on favorable terms, or continue to comply with our current leases; we may experience communications or information systems failures; we may suffer negative publicity or be sued due to alleged violations of labor laws, employee regulations or unethical practices, either by the Company or its merchandise manufacturers; and we may violate or be accused of violating privacy or security laws by reason of improperly obtaining or failing to adequately protect Guest information. These and other applicable risks, cautionary statements and factors that could cause actual results to differ from the Company's forward-looking statements are included in the Company's filings with the SEC, including as described in the Company's annual report on Form 10-K for the fiscal year ended January 1, 2005. The Company undertakes no obligation to update or revise any forward- looking statements to reflect subsequent events or circumstances even if experience or future changes make it clear that any projected results expressed or implied therein will not be realized.

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