



Third Annual Search for Huggable Heroes® Recognizes Young Volunteers

January 11, 2006

Build-A-Bear Workshop® to Honor Twelve Kids who are Changing the World

ST. LOUIS (Jan. 11, 2006) Huggable Heroes ® are defining what it means to help others. From saving endangered wildlife and empowering kids with serious illnesses to working with the elderly and collecting toys for teens Huggable Heroes have amazing stories to tell.

Now in its third year, the Huggable Heroes program rewards kids who demonstrate extraordinary service to their local communities. “Our Huggable Heroes are an inspiration and through this program we hope to encourage them to continue their great work and to motivate others to become involved,” said Build-A-Bear Workshop ® Founder and Chief Executive Bear Maxine Clark .

Build-A-Bear Workshop is searching for incredible kids from the United States and Canada to be named the 2006 Huggable Heroes. Huggable Heroes are kids so committed to volunteering and giving back that they are sure to change the world. Now through February 14, nominations will be accepted for young people, 18-years-old and younger. Twelve will be selected and recognized as the 2006 Huggable Heroes.

Nomination forms are available at any Build-A-Bear Workshop store or online at

<http://huggableheroes.buildabear.com>.

Each of the 12 Huggable Heroes will be rewarded with a \$2,500 donation to help further their cause, and a trip to Los Angeles where they will be recognized for their achievements. Each Huggable Hero will also participate in a professional photo shoot and be featured in the 2007 Build-A-Bear Workshop Huggable Heroes calendar.

“At Build-A-Bear Workshop ® we believe in supporting our communities and the Huggable Heroes ® program is an example of that commitment,” said Clark. “During the first two years of this program we have been privileged to meet many great kids and have been touched by their stories and their efforts. We know there are many other young people like them and we look forward to honoring more great kids in 2006.”

According to last year's honorees, being recognized as a Huggable Hero was a great experience. “The Huggable Heroes program encourages more kids to get out and volunteer. When they see that we were nominated and recognized, they know their volunteer work doesn't go unnoticed,” said Krystal Strader, a 2005 Huggable Hero.

Nominations for the 2006 Huggable Heroes will be narrowed down to a field of 100 semifinalists and then 25 finalists. From the 25 finalists, the public will be invited to vote at www.buildabear.com for their favorite potential Huggable Hero. The finalist with the most votes will be named the People's Pick Huggable Hero and will join eleven other amazing kids, who will be selected by an independent judging panel, as the 2006 Huggable Heroes.

In 2004, Build-A-Bear Workshop recognized a long-standing need to honor kids who are making a difference in their communities. From that need, the search for Huggable Heroes began. Last year, Build-A-Bear Workshop recognized 12 Huggable Heroes. Jena Sims, the 2005 People's Pick Huggable Hero, is passionate about raising money and awareness for the American Cancer Society. Jena, a former Miss Junior National Teenager saw many winners in pageants throughout the country and after winning a title herself, created the Prince and Princess of Hope beauty pageant for children with cancer. She wanted to share that winning feeling with kids who had faced the diagnosis of cancer. Now each child in her pageants receives a crown and awards for qualities such as best eyes, style or poise. Jena is a teen spokesperson for the American Cancer Society and to date has raised more than \$47,000 for her cause.

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 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.

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE CHANCE OF WINNING. Nominees must be legal residents of the United States, District of Columbia, Puerto Rico and Canada who are 18 years of age or under as of entry date. Nominators must be legal residents of the United States, District of Columbia, Puerto Rico and Canada. Parental/Legal Guardian consent may be required. Void where prohibited. Contest starts 12/26/05 and ends 2/14/06. Subject to full Official Rules available in stores or online at <http://huggableheroes.buildabear.com>.