



## **Cele-bear-ate Moms With Build-A-Bear Workshop®**

April 17, 2006

ST. LOUIS (April 17, 2006) — Build-A-Bear Workshop® announces a special event to honor moms. According to the U.S. Census Bureau, there are about 82.5 million mothers in the United States. Moms are beary special people and to cele-bear-ate them, Build-A-Bear Workshop is hosting a month-long event, Cele-bear-ate Moms!

"Moms are beary important to us and our young Guests; Cele-bear-ate Moms is an easy and fun way for kids to thank their moms," said Maxine Clark, Build-A-Bear Workshop Founder and Chief Executive Bear. "Cele-bear-ate Moms provides kids a unique way to honor their mom this Mother's Day."

During Cele-bear-ate Moms, Build-A-Bear Workshop is offering Guests the chance to win furbulous prizes for their mom, including:

- **Furbulous Hawaiian Vacation:** A pawsome 5-day/4-night trip for 4 to stay at the Hilton Waikoloa Village® on Hawaii's Big Island, an amazing 62 acres of destination resort unlike any other. Airfare courtesy of US Airways®.
- **Family Membearies:** Includes a \$500 JCPenney gift card for a family shopping trip and family portrait package from JCPenney Portrait Studios.
- **Pawsome Pampering:** Includes a spa package, private chef, housecleaning and a \$500 Home Made Simple prize pack.
- **NYC Shopping Trip:** Includes a 4-day/3-night trip to New York City, where you will stay at the Hilton New York and enjoy a shopping spree at The Redken Gallerie NYC and the biggest Build-A-Bear Workshop® store in the world on 5th Ave at 46th.

**NO PURCHASE NECESSARY.** Sweepstakes open to legal residents of the 50 United States (including the District of Columbia), Puerto Rico ("U.S.") and Canada. If you are under the age of 18, the signature of a parent/legal guardian is required to enter the Sweepstakes. Void where prohibited. Other restrictions apply. See Official Rules for entry and other details available at Build-A-Bear Workshop stores and on [www.buildabear.com](http://www.buildabear.com). Promotion valid April 8, 2006 through May 7, 2006.

On May 6th and 7th, children can pick-up a free color-your-own picture frame (no purchase necessary) at any Build-A-Bear Workshop location. Guests will receive a free \$10 JCPenney gift offer & credit card case with a purchase of \$15 or more. Plus, if Guests use their MasterCard® card for any purchase of \$15 or more, they will receive an additional \$10 MasterCard® gift card.

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 240 stores in the United States, Canada and the United Kingdom. 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® stores, where Guests can make their own dolls. In April 2006, Build-A-Bear Workshop acquired The Bear Factory, a U.K.-based stuffed animal retailer, and Amsbra, Ltd., the company's franchisee in the U.K., adding company-owned stores in the United Kingdom and Ireland. 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).

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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.

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