



Build-A-Bear Workshop(R) Featured in McDonald's(R) Happy Meal(R) and Mighty Kids Meals; "Summer of Happy Meal Fun" Series Includes First-Ever Plush Collection with Removable Clothing

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ST. LOUIS--(BUSINESS WIRE)--May 10, 2006--Build-A-Bear Workshop(R) (NYSE: BBW) announces a special McDonald's(R) Happy Meal and Mighty Kids(R) Meal partnership. This unique partnership creates the first-ever Happy Meal plush collection to feature removable, mix-and-match clothing and will be available at participating McDonald's restaurants May 12 through June 8, while supplies last. Guests purchasing a Happy Meal will receive a Build-A-Bear Workshop mini stuffed animal friend in their Happy Meal box, which is designed to resemble a Cub Condo(R) carrying case.

"We are beary excited to be a part of McDonald's summer Happy Meals," said Maxine Clark, Build-A-Bear Workshop Founder and Chief Executive Bear. "We look forward to reaching new Guests and sharing the Build-A-Bear Workshop interactive experience with kids and families."

During the program, Guests will have the opportunity to collect 16 different Build-A-Bear Workshop mini stuffed animal friends, showcasing four new friends each week. Each of the furry friends comes complete with a Build-A-Bear Workshop trademark heart inside and one of two different outfits, ranging from ballerinas and cheerleaders to firefighters and soccer players - a perfect furry friend to enhance summertime fun.

"McDonald's is proud to partner with Build-A-Bear Workshop for its 'Summer of Happy Meal Fun' line-up," said Kathy Pyle, director, kids and family marketing, McDonald's USA, LLC. "Together with Build-A-Bear Workshop, we're able to take the toy experience to a whole new level, offering kids and families endless opportunities for playtime fun."

Build-A-Bear Workshop mini stuffed animal friends will be available at participating restaurants while supplies last.

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(R) stores, where Guests can make their own doll friends. 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 and www.friends2Bmade.com.

About McDonald's

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees. For more information about McDonald's visit www.mcdonalds.com.

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