



Build-A-Bear Workshop, Inc. to Present at GARP Research Corporation Investor Conference

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ST. LOUIS, May 15, 2006 (BUSINESS WIRE) -- Build-A-Bear Workshop, Inc. (NYSE: BBW), an interactive, entertainment retailer of customized stuffed animals, announced today that Maxine Clark, the company's chairman and chief executive bear and Barry Erdos, president and chief operating officer bear, will present at the GARP Research Corporation 3rd annual investor conference on Wednesday, May 17, at 9:30 a.m. EDT.

The Build-A-Bear Workshop presentation will be available via live webcast at <http://ir.buildabear.com>. Following the live discussion, a replay of the webcast will be available for three months.

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 Limited and Amsbra, Ltd. 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.

SOURCE: Build-A-Bear Workshop, Inc.

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