



Build-A-Bear Workshop, Inc. to Report 2006 Fourth Quarter and Full Year Results on February 15

January 29, 2007

ST. LOUIS--(BUSINESS WIRE)--Jan. 29, 2007--Build-A-Bear Workshop, Inc. (NYSE: BBW), an interactive, entertainment-based retailer of customized stuffed animals, will report its fiscal 2006 fourth quarter (13 weeks ended December 30, 2006) and full year financial results on February 15, 2007 prior to the opening of trading on the New York Stock Exchange. The company will host a conference call to discuss the results at 9:00 a.m. EST on February 15, 2007.

The dial-in number for the live conference call is (617) 213.8068. No access code is required.

Build-A-Bear Workshop will broadcast the conference call over the Internet via webcast. The webcast will be accessible through the Investor Relations page of the Build-A-Bear Workshop corporate web site, <http://ir.buildabear.com>. Participants are encouraged to log on to the webcast approximately 15 minutes in advance of the scheduled start time of the call.

Following the live call, replays will be made available on the Internet and via telephone. A replay of the webcast will be posted on <http://ir.buildabear.com> approximately two hours after the completion of the call and will remain available until our next quarterly conference call. To access the telephone replay dial (617) 801.6888. The access code is 99369031. The telephone replay will be available from noon on February 15, 2007 to 11:59 p.m. on March 1, 2007.

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 270 stores in the United States, Canada, the United Kingdom and Ireland. 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. 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.

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SOURCE: Build-A-Bear Workshop, Inc.