



## **Where the Wild Things Are...Build-A-Bear Workshop(R) and Rainforest Cafe(R) Announce Partnership**

April 24, 2007

Build-A-Bear Workshop(R) at Rainforest Cafe(R) to Open in Galveston

ST. LOUIS--(BUSINESS WIRE)--April 24, 2007--Build-A-Bear Workshop(R), an interactive entertainment-based retailer of customized stuffed animals, and Rainforest Cafe(R), an adventurous, family-friendly feast for the senses, announced a partnership to open Build-A-Bear Workshop(R) At Rainforest Cafe(R)-Where Wild and Wonderful Friends Are Made(TM)- inside a number of Rainforest Cafe locations. The first store opens April 24, inside the Rainforest Cafe at Galveston Island, Texas.

In July 2006, Build-A-Bear Workshop and Landry's teamed up to open the first-ever Build-A-Dino(R) - Where Best Friendosaurs Are Made(TM)-at the T-REX Cafe(TM): A Prehistoric Family Adventure(TM), A Place to Eat, Shop and Discover(TM) in The Legends at Village West in Kansas City, Kansas.

"Building on our earlier success with T-REX Cafe, we are excited to expand this partnership and bring the experience of making stuffed animal friends to even more families through the unique entertainment concept in the Rainforest Cafe," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "We look for ways to bring the bear-making experience to places families go to have fun. Build-A-Bear Workshop at Rainforest Cafe is the perfect place for good food and a fun family experience."

Build-A-Bear Workshop At Rainforest Cafe(R)-Where Wild and Wonderful Friends Are Made(TM)- will provide a unique shopping experience inside the Rainforest Cafe Retail Village. Each animal comes with its own unique hangtag with facts about its species. Guests stuff their animal friends and select a heart - a Build-A-Bear Workshop trademark - adds to it his or her own love and wishes, and carefully places it inside their new furry friend. This process brings the furry friendship to life. Guests give their new friend personality with outfits and accessories. Ten animals will roar onto the scene featuring: a white tiger and the Rainforest Cafe's Cha! Cha! the red-eyed tree frog--exclusive to Build-A-Bear Workshop at Rainforest Cafe. Animals range in price from \$14 to \$22, with clothing and accessories from \$2 to \$30. Exclusive outfits and accessories include: a Rainforest logo tee and hat, Cha! Cha! logo tee, outdoor vest and safari kit with a map, compass, camera, canteen and safari bag.

More family restaurantainment locations are planned for the near future. Build-A-Bear Workshop at Rainforest Cafe will open on May 15 at the Mall of America in Minneapolis and May 22 in Grapevine Mills near Dallas.

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 \$437 million in fiscal 2006. 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).

## 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(R) 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 Retail Management, Inc. Build-A-Bear Workshop(R) 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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SOURCE: Build-A-Bear Workshop