



Build-A-Bear Workshop(R) Makes Friends With the World's Favorite Ogre

May 1, 2007

Guests can make and dress a soft, huggable Shrek(R), and purchase costumes of his friends and family in advance of the latest DreamWorks Animation movie- Shrek the Third(TM).

ST. LOUIS--(BUSINESS WIRE)--May 1, 2007--America's favorite ogre and his friends are returning soon to a theater near you. This time, Shrek's fans will be treated to more than a cinematic adventure. At Build-A-Bear Workshop(R) Guests can make a Shrek of their own, and even outfit their furry friends as other movie characters. The Shrek product marks the first collaboration between Build-A-Bear Workshop and DreamWorks Animation, producers of Shrek the Third(TM), and the first two Shrek movies.

Shrek the Third opens in theaters on Friday, May 18, but fans can get ready for the big day at Build-A-Bear Workshop stores now. Visit a store near you to stuff, stitch and fluff a new plush Shrek(R). Along with Shrek himself, Guests can dress their stuffed animals in Collectiwear(TM) outfits of Donkey and Puss 'N Boots. On May 11, just in time for Mother's Day, Build-A-Bear Workshop debuts a third outfit of Shrek's lovely wife, Princess Fiona, as well as their three plush babies. Shrek is available for \$23, and the outfits and accessories range from \$4-15. Shrek babies are three for \$15 or \$7 each.

"Build-A-Bear Workshop is a family-friendly place, which makes our relationship with DreamWorks Animation, creators of great family entertainment, a natural fit for us," said Maxine Clark, founder and chief executive bear of Build-A-Bear Workshop. "With the launch of Shrek and his line of Collectiwear outfits in our stores we hope that everyone will take their new Build-A-Bear Workshop Shrek and friends with them when they go see the movie!"

"Build-A-Bear Workshop is a wonderful experience for families, and we're thrilled that Shrek has a new home there," said Kerry Phelan, worldwide head of DreamWorks Animation Consumer Products. "We hope that fans of Shrek everywhere will share in the fun of creating their very own Shrek."

Shrek the Third fans can find a movie trailer at www.buildabearville.com and even purchase make-your-own Shrek and Collectiwear outfits online at www.buildabear.com.

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 and www.friends2bmade.com.

About Shrek the Third:

When Shrek married Fiona, the last thing he had in mind was becoming the next King. But when Shrek's father-in-law, King Harold, suddenly croaks, that is exactly what he faces. Unless Shrek (with the help of his trusted companions Donkey and Puss 'N Boots) can find a suitable King for Far Far Away, the ogre could be stuck with the job. The most promising candidate, Fiona's cousin Artie, an underachieving Medieval high school slacker, proves to be more of a challenge than they bargained for.

About DreamWorks

DreamWorks Animation SKG is devoted to producing high-quality family entertainment through the use of computer-generated (CG) animation. With world-class creative talent and technological capabilities, our goal is to release two CG animated feature films a year that deliver great stories, breathtaking visual imagery and a sensibility that appeals to both children and adults. In 2004, DreamWorks Animation SKG became the first animation company to produce and distribute two CG animated features in a single year, including Shrek 2, the third highest-grossing movie of all time. With each film, DreamWorks strives to tell great stories that are fun and comedic, told with a level of sophistication and irreverence that appeals to the broadest audience possible and captures the imaginations of all people regardless of age.

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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