



Guests Who Dance To the Beat Can Win Fame, Fortune & Furry Friends

June 5, 2007

Build-A-Bear Workshop(R) invites kids and adults to create a dance or cheer video to accompany the release of its new hit song "Be Bearrific"

ST. LOUIS--(BUSINESS WIRE)--June 5, 2007--Build-A-Bear Workshop(R) is tapping into Guests' talents and passion for music and furry friends with a dance video contest.

Guests in four age categories, 5-8, 9-12, 13-16, and 17 years of age and up, are invited to form teams of up to 10 members and create an original dance or cheerleading video using a song clip from "Be Bearrific," a new hit song from Build-A-Bear Workshop. The contest is open to legal residents of the United States, Puerto Rico, Canada and the United Kingdom. Many will enter, few will win.

Four Grand Prize winning teams from each age category will receive:

- A \$500 pre-paid credit card for each team member;
- A professional taping of their dance or cheer performance;
- A Build-A-Party(R) celebration at their local Build-A-Bear Workshop store where they can make their own furry friend, including "Cheer Bear";
- An opportunity to have their winning dance or cheer entry shown online at buildabear.com.

Build-A-Bear Workshop will provide special entry kits (while supplies last) the weekend of Friday, June 8 through Sunday, June 10. The kit includes a download card for the Be Bearrific song clip, song lyrics, entry form and a pawfect planning sheet to help groups get organized.

Video entries can be submitted using either VHS or DVD format now through July 3 by mail or at any Build-A-Bear Workshop stores. No purchase is necessary to participate. All participants in the VHS or DVD must be at least 5 years of age or older as of June 1, 2007. No more than 10 entrants may appear in the video and each entrant may participate in only one submission. Certain other restrictions apply. Full contest rules can be found at all Build-A-Bear Workshop(R) stores and online at www.buildabear.com.

"The dance contest is designed to bring both children and adults together in a fun and collaborative way,"

said Maxine Clark, Build-A-Bear Workshop founder and chief bear executive. "We know that when people come together to pursue a common goal their friendships become even stronger - and that's what our birthday year is all about."

The contest is part of year-long activities in celebration of the 10th Birthday of Build-A-Bear Workshop. Throughout 2007, titled "A Year of Friendship," Build-A-Bear Workshop will be participating in many charitable giving programs including the building of playgrounds in 10 underserved neighborhoods and planting of tens of thousands of trees in barren communities through The National Arbor Day Foundation.

BUILD-A-BEAR WORKSHOP(R) BE BEARRIFIC(R) DANCE CONTEST

NO PURCHASE NECESSARY. Purchase will not increase your chance of winning. Void where prohibited. Many will enter, few will win. Open to legal residents of the United States, Puerto Rico, Canada and the United Kingdom who are five years of age or older as of June 1, 2007. Contest begins June 1, 2007. Mailed entries must be postmarked by July 3, 2007 and received by July 10, 2007. If entrant is under the age of 18 as of start of program, parent/legal guardian must sign entry form. Total approx. maximum value of all prizes is valued at \$23,400 USD (\$25,974 CAN, 12,093 GBP). Other restrictions may apply; see Official Rules for details. Official Rules and entry forms are available at participating Build-A-Bear Workshop stores (while supplies last) and at www.buildabear.com.

Sponsor: Build-A-Bear Workshop, Inc. 1954 Innerbelt Business Center Drive, St. Louis, MO 63114-5760, USA.

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 275 stores in the United States, Canada, the United Kingdom and Ireland. The addition of franchise stores in Europe, Asia, Africa 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.

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