



Build-A-Bear Workshop Bear Hugs Foundation Awards Grants to Children's Health and Welfare Organizations Across the United States

September 13, 2007

Funding will serve over 24,000 beary special children

ST. LOUIS (September 13, 2007) — The Build-A-Bear Workshop Bear Hugs Foundation is awarding \$109,165 in cash grants to 22 children's health and wellness programs across the United States. The grants are funded with the help of Champ—A Champion Fur Kids, a furry friend available in all Build A Bear Workshop® stores. With the sale of each Champ, one dollar is donated through the Build-A-Bear Workshop Bear Hugs Foundation to organizations and programs that help children by researching childhood diseases, promoting child safety, and serving children with special needs. Champ's children's health & wellness grants are awarded twice annually following review by the Board of Directors of the Build-A-Bear Workshop Bear Hugs Foundation.

"We are proud to partner with Build-A-Bear Workshop Guests to help these organizations make the world a healthier and happier place for kids and families," said Matt Oldani, manager of the Build-A-Bear Workshop Bear Hugs Foundation.

Grant recipients include:

- **Angels with Special Needs – Columbia, SC**
To underwrite the expenses of a summer camp for children with chronic disabilities
- **Annie's Hope - The Bereavement Center for Kids – Glendale, MO**
To fund a week of camp for 20 grieving children and teens in the St. Louis area
- **Camp Jornada Foundation – Rochester, MN**
To fund the expenses of a camp for children with cancer or affected by cancer
- **Camp Rap-A-Hope – Mobile, AL**
To fund a field trip to New Orleans for children with cancer
- **Center for Hearing & Speech – St. Louis, MO**
To fund speech and language therapy for children from low-income backgrounds
- **Challenged Athletes Playing Equally (C.A.P.E.) – Murfreesboro, TN**
To purchase baseball equipment for children with special needs

- **Child Center of Marygrove – Florissant, MO**
To provide funding for psychiatric care for severely disturbed children and young adults
- **Comprehensive Therapy Center – Grand Rapids, MI**
To fund summer programs for children with speech, languages, motor, and sensory disabilities
- **Easter Seals Wisconsin – Madison, WI**
To fund the construction of a ropes course for children with disabilities
- **Friends of Kids with Cancer – St. Louis, MO**
To underwrite the expenses of an art therapy program for children with cancer
- **Good Knight Child – Beltsville, MD**
To underwrite the expense of a child safety program
- **Hearts and Noses Hospital Clown Troupe – Needham, MA**
To fund clown visits to kids at Franciscan Hospital for Children
- **Highland County Community Action Organization, Inc. – Hillsboro, OH**
To purchase car seats for the working poor in South West Ohio
- **Hole in the Wall Gang Fund – New Haven, CT**
To provide scholarships for two children to attend a summer camp for young individuals with cancer
- **Maternity Care Coalition – Philadelphia, PA**
To provide funding for cribs for infants in the Philadelphia area
- **National Foundation for Ectodermal Dysplasia – Mascoutach, IL**
To underwrite the expense of a summer camp for children with Ectodermal Dysplasia
- **Northwest Burn Foundation – Seattle, WA**
To underwrite the expenses of a summer camp for burn survivors
- **Pediatric Interim Care Center – Kent, WA**
To underwrite the expenses of interim care for drug-exposed infants
- **The Arc of Essex County – Livingston, NJ**
To fund a summer camp for children with developmental disabilities

- **The Children's Home, Inc. – Tampa, FL**

To fund a treatment program for children who have been abused

- **Young Men's Christian Association of Southbridge, Inc. – Southbridge, MA**

To provide funding for the construction of a ropes course

- **Youth Connection of Ventura County dba Casa Pacifica – Camarillo, CA**

To fund a camp for children with severe emotional and behavioral disorders

About Build-A-Bear Workshop Bear Hugs Foundation

Build-A-Bear Workshop Bear Hugs Foundation is committed to making life more bearable for children, families, and pets in need of a helping paw. The Foundation makes grants to qualified non-profit organizations that support the health and wellness of children, families, the care and welfare of animals, the preservation of the environment, and the promotion of literacy and education for all. Visit www.buildabear.com for more information.

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 290 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® 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 \$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® 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® 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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