



Build-A-Bear Workshop Bear Hugs Foundation Awards Grants to Support Literacy Programs across the Country

September 19, 2007

ST. LOUIS (September 19, 2007) — Build-A-Bear Workshop Bear Hugs Foundation is awarding \$25,600 in cash grants to four literacy and education programs across the county. Funding for the grants is made possible by Read Teddy® —a special furry friend available in all Build-A-Bear Workshop® stores. With the sale of each Read Teddy, one dollar is donated to worthy causes and programs that support reading and literacy for children.

“Education is crucial to every child's success in life. We are proud to be able to help these organizations provide that essential base for children across America,” said Matt Oldani, manager of the Build-A-Bear Workshop Bear Hugs Foundation.

Grant recipients include:

- **Boys and Girls Clubs of the Emerald Coast – Fort Walton Beach, FL**
To fund the Smart Way Reading program for at-risk readers and low-functioning math students in elementary school
- **The Family Enrichment Center – Bowling Green, KY**
To fund the Parents as Teachers Program for the families of Western, Kentucky
- **St. Louis County Library Foundation – St. Louis, MO**
To sponsor a summer reading program
- **YWCA of Greater Pittsburgh – Pittsburgh, PA**
To provide educational resources for homeless children

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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