



Build-A-Bear Workshop, Inc. to Report 2007 Third Quarter Results on October 18

October 2, 2007

ST. LOUIS, Oct 02, 2007 (BUSINESS WIRE) -- Build-A-Bear Workshop, Inc. (NYSE: BBW), an interactive, entertainment-based retailer of customized stuffed animals, will report its fiscal 2007 third quarter (13 weeks ended September 29, 2007) on October 18, 2007 prior to the opening of trading on the New York Stock Exchange. The company will host a conference call to discuss the results at 9:00 a.m. EDT on October 18, 2007.

The dial-in number for the live conference call is (617) 213-8064. No access code is required.

Build-A-Bear Workshop will broadcast the conference call over the Internet via webcast. The webcast will be accessible through the Investor Relations page of the Build-A-Bear Workshop corporate web site, <http://ir.buildabear.com>. Participants are encouraged to log on to the webcast approximately 15 minutes in advance of the scheduled start time of the call.

Following the live call, replays will be made available on the Internet and via telephone. A replay of the webcast will be posted on <http://ir.buildabear.com> approximately two hours after the completion of the call and will remain available until our next quarterly conference call. To access the telephone replay dial (617) 801-6888. The access code is 55645488. The telephone replay will be available from noon on October 18, 2007 to 11:59 p.m. on November 1, 2007.

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, Puerto Rico, Canada, the United Kingdom and Ireland. The addition of franchise stores in Europe, Asia, Australia and Africa 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. 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.

SOURCE: Build-A-Bear Workshop, Inc.

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