



Build-A-Bear Workshop(R) Offers Guests a Chance to Win Tickets to "The Best of Both Worlds" Concert Tour Featuring Miley Cyrus and Her Popular Disney Channel Character Hannah Montana

October 5, 2007

Guests in Select Stores Can Enter to Win Tickets and Backstage Passes!

ST. LOUIS--(BUSINESS WIRE)--Oct. 5, 2007--During October, Guests at Build-A-Bear Workshop(R) stores throughout the country will have the op-bear-tunity to register for the nationwide Rockin' Hannah Montana Sweepstakes. The winner of this national sweepstakes will win a trip for four to New York City, complete with tickets, VIP treatment and backstage passes to the Miley Cyrus/Hannah Montana concert at the Nassau Coliseum. In addition, from Oct. 5 to Oct. 8, Guests in select markets will have a second chance to win by registering for a local sweepstakes to win four tickets and back stage passes to an upcoming "Best of Both Worlds" concert in their area. The national sweepstakes will be offered in select Build-A-Bear Workshop stores from Oct. 5 through Oct. 25.

The 54-date tour embarks Oct. 18 in St. Louis, Mo., and concludes in Albany, N.Y. on Jan. 9. The tour features Miley Cyrus performing as both a solo artist and as her popular television character, Hannah Montana, in support of her platinum-certified double album Hannah Montana/Meet Miley Cyrus released by Walt Disney Records/Hollywood Records.

"We recognize that many of our Guests are devoted fans of Disney's Hannah Montana show, and we wanted to help send some of our Guests to one of these highly sought after performances," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "We are thrilled to be able to give some of our beary lucky Guests a chance to see the concerts and go back stage."

In addition, Guests visiting Build-A-Bear Workshop stores from Oct. 5 to Oct. 8 will receive a complimentary photo of Hannah Montana, one per Guest, while quantities last. Guests will also be among the first to be able to buy a Hannah Montana t-shirt for their furry friend, while supplies last. On Nov. 10, Build-A-Bear Workshop will introduce an exclusive bear-sized Hannah Montana outfit available for purchase throughout the duration of the concert series, while quantities last.

Guests to select Build-A-Bear Workshop locations will have the chance to win tickets for the concert in the city nearest them, including (listed in order of concert date): St. Louis, Mo.; Moline, Ill.; Minneapolis, Minn.; Omaha, Neb.; Denver, Colo.; Salt Lake City, Utah; Seattle, Wash.; Portland, Ore.; Oakland, Calif.; Anaheim, Calif.; San Jose, Calif.; Fresno, Calif.; Los Angeles, Calif.; San Diego, Calif.; Glendale, Ariz.; San Antonio, Texas; Fort Worth, Texas; Houston, Texas; Bossier City, La.; Tampa, Fla.; Sunrise, Fla.; Nashville, Tenn.; Knoxville, Tenn.; Greensboro, N.C.; Charlotte, N.C.; Duluth, Ga.; Memphis, Tenn.; Little Rock, Ark.; Oklahoma City, Okla.; Kansas City, Mo.; Auburn Hills, Mich.; Grand Rapids, Mich.; Rosemont, Ill.; Indianapolis, Ind.; Columbus, Ohio; Lexington, Ky.; Cincinnati, Ohio; Toronto, Ontario; Rochester, N.Y.;

Philadelphia, Pa.; Hartford, Conn.; Providence, R.I.; Worcester, Mass.; Long Island, N.Y.; Newark, N.J.; Cleveland, Ohio; Pittsburgh, Pa.; Atlantic City, N.J. Washington, D.C.; Baltimore MD.

THERE IS NO PURCHASE NECESSARY TO ENTER OR TO WIN. Purchase will not increase your chance of winning. Many will enter, few will win. Open to legal residents of the United States, including the District of Columbia, Puerto Rico and Canada. This sweepstakes is subject to all applicable federal, state, provincial, local laws & regulations. VOID WHERE PROHIBITED. Sweepstakes Entry Period: The Build-A-Bear Workshop(R) "Rockin' Hannah Montana Sweepstakes" begins on October 5, 2007 and ends on October 25, 2007. Entries must be postmarked by October 25, 2007 to be eligible. To win local area concert tickets, enter at participating Build-A-Bear Workshop locations from October 5 - 8, 2007. Participating local store sweepstakes locations will be posted on www.buildabear.com. Sweepstakes entry forms and official rules are available at www.buildabear.com and at participating Build-A-Bear Workshop(R) locations in the United States or Canada. Approximate retail value of all prizes is \$16,220 USD. Subject to full official rules.

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(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.

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