



Build-A-Bear Workshop, Inc. to Report 2007 Fourth-Quarter and Full-Year Results on February 14

February 4, 2008

ST. LOUIS--(BUSINESS WIRE)--Feb. 4, 2008--Build-A-Bear Workshop, Inc. (NYSE: BBW), an interactive, entertainment-based retailer of customized stuffed animals, will report results for its fiscal 2007 fourth quarter and fiscal year ended Dec. 29, 2007, on Feb. 14, 2008 prior to the opening of trading on the New York Stock Exchange. The Company will host its quarterly investor conference call to discuss the results at 9 a.m. EST on Feb. 14, 2008.

The dial-in number for the live conference call is (888) 680-0890 for domestic callers or (617) 213-4857 for international callers. No access code is required. The Company is offering call participants a pre-registration option that expedites access to the call and minimizes hold times. Those who would like to pre-register anytime prior to the call start time can do so by accessing the following Web site:

<https://www.theconferencingservice.com/prereg/key.process?key=PARLTN3CK>.

The live Internet broadcast may be accessed at our investor relations Web site, <http://IR.buildabear.com>. The call is expected to conclude by 10 a.m. EST.

Replays of the conference call will be available via the Internet and telephone. The replay of the conference call webcast will be available in the investor relations Web site for one year. A telephone replay will be available beginning at approximately noon EST on Feb. 14, 2008, until midnight on Feb. 28, 2008. The telephone replay is available by calling (617) 801-6888. The access code is 55848039.

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. The company currently operates more than 370 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom, Ireland and France, and franchise stores in Europe, Asia, Australia and Africa. Founded in St. Louis in 1997, Build-A-Bear Workshop is the leader in interactive retail. Brands include make-your-own Major League Baseball(R) mascot in-stadium locations, Build-A-Dino(R) stores and friends 2B made(R) doll locations. In December 2007, Build-A-Bear Workshop extended its in-store interactive experience online with the launch of its virtual world at www.buildabearville.com. 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.

CONTACT: Build-A-Bear Workshop, Inc.

Investors:

Molly Salky, 314-423-8000 x5353

or

Media:

Jill Saunders, 314-423-8000 x5293

SOURCE: Build-A-Bear Workshop, Inc.