



## **Build-A-Bear Workshop(R) and Major League Baseball Properties Give Fans A Fun Way to Support Their Favorite Teams**

April 1, 2008

Company opens store in new Nationals Park(TM) and partners with eight teams for exclusive game day giveaways during 2008

ST. LOUIS--(BUSINESS WIRE)--April 1, 2008--Build-A-Bear Workshop(R) and Major League Baseball Properties are taking the field again this season to provide fans with furbulous ways to show their team spirit. A trip to the ballpark is an experience children will remember for a lifetime, and the Build-A-Bear Workshop make-your-own MLB(R) Mascot locations allow fans to take the fun home with them.

Build-A-Bear Workshop is marking the beginning of this season with the opening of its newest stadium store, Make Your Own Screech(TM) by Build-A-Bear Workshop, at the new Nationals Park(TM) in Washington D.C.

Build-A-Bear Workshop also has store locations in other stadiums across the country:

- Make Your Own Phanatic(TM) at Citizens Bank Park(TM) in Philadelphia
- Make Your Own Gapper(TM) at Great American Ball Park(TM) in Cincinnati
- Make Your Own San Francisco Giants(TM) Mascot at AT&T Park(TM) in San Francisco
- Make Your Own Fredbird(TM) at Busch Stadium(TM) in St. Louis.

"Major League Baseball games are destinations for family entertainment and at Build-A-Bear Workshop it is important for us to be where families go to have fun," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "Our ballpark stores include the same unforgettable experience and interaction as our mall-based stores and we are excited about continuing to give baseball fans unique ways to show their team spirit each season."

The Build-A-Bear Workshop stadium stores will be open during all home games. Fans can make a plush mascot, give it a special heart filled with their wishes - a Build-A-Bear Workshop trademark - and dress it in unique Major League Baseball Properties officially licensed clothing and accessories. In addition, fans can cele-bear-ate the new season with an exclusive Ballpark Bear and pink Baseball Bear. Make-your-own stuffed animals at stadium stores range from \$18-\$25 and outfits range from \$6-\$15.

This year, stadium stores are introducing a beary special new furry friend - Dug Out Dog. With its own team specific leash and collar, this new addition will be a hit in the stands as it cheers for its favorite team.

Also new for the 2008 season, Guests can show their love for baseball in [buildabearville.com](http://buildabearville.com)(TM), the Build-

A-Bear Workshop online world. After making a stuffed animal at a stadium store, each Guest is able to bring a furry friend to life in the online for FREE world and receive a special gift for their online character when they complete a unique quest.

Build-A-Bear Workshop is also sure to be a fan favorite with exclusive game day giveaway stuffed animals available at the following ballparks on beary special days:

Chicago Cubs(TM)  
Saturday, May 17 at 12:05 pm  
Friday, July 25 at 1:20 pm

Kansas City Royals(TM)  
Sunday, June 1 at 1:10 pm

New York Mets(TM)  
Saturday, July 12 at 3:55 pm

Pittsburgh Pirates(TM)  
Sunday, July 27 at 1:35 pm

St. Louis Cardinals(TM)  
Sunday, August 3 at 1:10 pm

Los Angeles Dodgers(TM)  
Sunday, August 3 at 1:10 pm

Cincinnati Reds(TM)  
Sunday, August 10 at 1:15 pm

Florida Marlins(TM)  
Sunday, August 31 at 1:10 pm

"Like teddy bears, baseball is part of the American landscape, and that is one reason our relationship with Major League Baseball Properties has been so successful," added Clark. "With our Major League Baseball Properties officially licensed merchandise and game days, baseball fans have many creative and personalized ways to support their favorite team."

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](http://www.buildabearville.com). Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$474 million in fiscal 2007. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web sites at [www.buildabear.com](http://www.buildabear.com) and [www.friends2Bmade.com](http://www.friends2Bmade.com).

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SOURCE: Build-A-Bear Workshop