



Buildabearville.com(TM) To Feature Exclusive Access to "Best of Both Worlds Concert" Video

April 15, 2008

Guests will be able to view backstage footage from the sold-out concert tour and receive a virtual guitar for their online characters

ST. LOUIS--(BUSINESS WIRE)--April 15, 2008--Hannah Montana fans will soon have the opportunity to gain exclusive access to behind-the-scenes footage from her sold-out "Best of Both Worlds Concert" tour. Beginning April 15 through May 15, with a purchase of \$15 or more at a Build-A-Bear Workshop(R) store, Guests will get a code that will allow them to view backstage footage from the tour in the Pawforming Arts Center at buildabearville.com(TM) and receive a virtual guitar for their online characters. In addition, Guests will be able to purchase the newest, must-have Hannah Montana/Miley Cyrus "Best of Both Worlds Concert" live CD plus highlights DVD 2-disc set for just \$12, while quantities last.

"Our Guests love Hannah Montana and we are thrilled to feature this behind-the-scenes footage in buildabearville.com," said Maxine Clark, founder and chief executive bear. "We are beary excited to continue to offer unique events and prizes to the citizens of our new online virtual world."

And more fun stuff is happening at buildabearville.com! April 24 is the official grand opening of the online Bear Boutique located in the Town Square area of buildabearville.com. When Guests buy clothing or accessory items at Build-A-Bear Workshop stores, they will be able visit the Bear Boutique online and access exclusive virtual fashions for their online characters and furry friends as well as an expanded selection of furniture for their Cub Condo(R) houses. This is the only shop in buildabearville.com that offers clothes for furry friends.

"While citizens are able to buy items in other areas of the world, they will only be able to access these unique fashions and accessories in the Bear Boutique with credits earned by shopping in our stores," added Clark. "We are excited to add this new feature for our loyal Guests and to further build the connection between our real world stores and the virtual world experience."

Buildabearville.com launched in December 2007 and has since grown to nearly 3 million online characters. In the virtual world, Guests can start a friendship adventure with their furry friends from Build-A-Bear Workshop, create a unique online character, decorate their Cub Condo(R) house, earn Bear Bills(TM) by playing games and completing quests, and buy or trade items with other citizens. Build-A-Bear Workshop, a leader in retail-entertainment, is the only retail company that offers its Guests both a real world and virtual world interactive experience.

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 \$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 and www.friends2Bmade.com.

Codes, footage and virtual guitar available April 15- May 15, 2008. Parental permission may be required. Visit buildabearville.com for details. Limit one code per purchase per Guest.

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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