



Stuffed with Hugs: Your Gift. Your Choice. Saturday, May 17

May 13, 2008

Make a White Fluffy Puppy for free to donate to your choice of three beary special causes

ST. LOUIS, May 13, 2008 (BUSINESS WIRE) -- On Saturday, May 17, kids of all ages have a chance to give back . . . their way. Build-A-Bear Workshop(R) is inviting Guests to help stuff White Fluffy Puppies with extra hugs and love to be donated to children's health and wellness, children's literacy and humane animal education programs. On this special Stuffed with Hugs(TM) day, Build-A-Bear Workshop invites the first 150 Guests in its stores in the United States, Puerto Rico and Canada to make a White Fluffy Puppy for free then donate the stuffed animal to one of three causes--which they have indicated are important to them.

It's all part of Stuffed with Hugs: Your gift. Your choice. This year's non-profit organizations in each of the three categories are:

- Children's Health and Wellness
- SuperSibs! - ensuring that "shadow survivors"--brothers and sisters of children with cancer are honored, supported and recognized and;
- The Sunshine Kids Foundation - dedicated to children with cancer.
- Literacy Programs
- First Book - giving children from low-income families the opportunity to read and own their first new books.
- Humane Education Programs
- Pet Shelters Across America - dedicated to raising funds for homeless animals, encouraging pet adoptions and educating children about the humane treatment of animals and responsible pet ownership.

This is the first time in the eight-year history of the Stuffed with Hugs program that Build-A-Bear Workshop(R) is partnering with multiple organizations and asking its Guests to choose where the furry friends are donated. The charities will distribute the White Fluffy Puppies to those in need of teddy bear hugs in local markets.

"We are beary excited about this year's Stuffed with Hugs program," said Build-A-Bear Workshop Founder and Chief Executive Bear Maxine Clark. "By allowing our Guests, especially our young Guests, to have a role in deciding where to donate the White Fluffy Puppies they make, we hope to reinforce the value and joy of giving back and that simple acts can go a long way to make others smile."

Also new to the Stuffed with Hugs(TM) program this year is the opportunity for Guests in

buildabearville.com(TM), the online world from Build-A-Bear Workshop, to learn about helping others through the Stuffed with Hugs event. Visitors to buildabearville.com can respond to a call to action to participate in real world Stuffed with Hugs activities. Beginning May 7, the White Fluffy Puppy will appear in the online world handing out virtual gifts representing health and wellness, children's literacy and humane animal education. White Fluffy Puppy will let visitors know about Stuffed with Hugs and how they can participate at any Build-A-Bear Workshop store.

As a thank you for helping, Stuffed with Hugs participants will also receive a code to get 1,000 Bear Bills(TM) for their online character in buildabearville.com, as well as a Build-A-Bear Workshop offer worth \$3 off a \$15 purchase.

Build-A-Bear Workshop stores in Europe, Asia, Australia and Africa are also participating in the eighth annual Stuffed with Hugs charitable program.

To learn more about Stuffed with Hugs: Your Gift. Your Choice. activities or to find a store in your area, visit www.buildabear.com. See stores for details.

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 375 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.

About Stuffed With Hugs

Stuffed with Hugs, a charitable program of Build-A-Bear Workshop, is in its eighth year of helping kids in need around the world by providing teddy bears to children's causes. Stuffed with Hugs was created to give children the chance to help others. Since Stuffed with Hugs began in 2001, more than 275,000 teddy bears have been made and donated to children in need of a hug. Stuffed with Hugs partners have included adoption agencies, children's hospitals, firefighters and police officers, the USO, UNICEF, Ronald McDonald House and other worthy organizations.

About First Book

First Book is a non-profit with a single mission: to provide children from low-income families the opportunity to read and own their first new books. Since its founding in 1992, First Book has distributed more than 50 million new books to children in need. Visit their website at www.firstbook.org.

About Pet Shelters Across America

Pet Shelters Across America is the largest pet adoption sheltering community in the United States. They are the only national umbrella organization raising funds for the local humane organizations that provide daily care for animals in need. A main goal is to educate children about the humane treatment of animals and responsible pet ownership as well as encouraging adoption of homeless animals. Visit their website at www.petsheltersacrossamerica.org.

About The Sunshine Kids Foundation

The Sunshine Kids is a non-profit organization dedicated to children with cancer. Established in 1982, they are committed to providing positive group activities and emotional support for young cancer patients. The Sunshine Kids provides a variety of programs and events, free of charge, for kids who are receiving cancer treatments in hospitals across North America. Visit their website at www.sunshinekids.org.

About SuperSibs!

SuperSibs! is a non-profit organization providing free, direct comfort and care programs to over 11,000 "shadow survivors" - brothers and sisters of children with cancer. SuperSibs! also provides grief comfort as well as education to hospital professionals across North America to ensure ongoing, front-line sibling support. SuperSibs! is ensuring that siblings of children with cancer can face the future with strength, courage and hope. Visit their website at www.supersibs.org.

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(R) is our well-known trade name and our registered trademark of Build-A-Bear Workshop, 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.

SOURCE: Build-A-Bear Workshop, Inc.

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