



Build-A-Bear Workshop(R) Huggable Heroes(R), Maxine Clark, Build-A-Bear Workshop Founder and Chief Executive Bear, and Millicent Williams, Executive Director of Serve DC, to Participate in Mural Painting Project and Book Donation at Leckie Elementary Scho

July 9, 2008

Who: Forty-four young people representing 26 states across the country, Canada, the United Kingdom and France; Maxine Clark, Build-A-Bear Workshop Founder and Chief Executive Bear; Millicent Williams, Executive Director of Serve DC will

What: ... participate in a special mural painting community service project at Leckie Elementary school. In addition, a special donation of books will be made to the Leckie Elementary School library.

When/Where: Thursday, July 10, 2008, 10 am - Noon
Leckie Elementary School
4201 Martin Luther King Jr. Ave, SW
Washington, DC 20032

Visual and Interview Opportunities:

- Build-A-Bear Workshop(R) Huggable Heroes(R) participating in the painting of a special mural on an inside wall of the elementary school
- Maxine Clark, Millicent Williams

Why: To commemorate the 5th anniversary of the Build-A-Bear Workshop Huggable Heroes program, an international program that rewards kids for their outstanding acts of generosity and volunteerism, a special reunion will be held in Washington, DC, of 31 past and 13 2008 Huggable Heroes, representing 26 states. During their visit, they will participate in a community service project in conjunction with Serve DC, painting a mural at Leckie Elementary School in Washington, DC, depicting a playful schoolyard scene.

In addition, in conjunction with a partnership between Build-A-Bear Workshop and First Book, a special donation of \$1,000 worth of books will be donated to the Leckie Elementary School library in honor of the Huggable Heroes.

About Huggable Heroes(R)

In 2004, Build-A-Bear Workshop(R) launched the Huggable Heroes(R) program, each year searching for and recognizing young people making a difference in their communities. Former Huggable Heroes have been honored for their work with such causes as: raising funds for children's cancer and juvenile diabetes research, helping children in underdeveloped countries and helping animals. Huggable Heroes are young leaders who demonstrate strong levels of kindness, compassion and leadership to help make the world a better place.

From December 7, 2007, through February 8, 2008, Build-A-Bear Workshop accepted nominations for 2008 Huggable Heroes in the United States, Puerto Rico, Canada, the United Kingdom, Ireland and France. Young people were nominated for their volunteer and community service efforts. Nominations were narrowed down to a field of 120 semi-finalists, 31 finalists and now to 12 Huggable Heroes. In addition, two Build-A-Bear Workshop associates have also been selected as Huggable Heroes.

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 <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 <http://www.buildabear.com> and <http://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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