



Olympic Gold Medalist, Dominique Dawes and Michelle Rhee, Chancellor of DC Public Schools Help Build-A-Bear Workshop(R) Honor the 2008 Huggable Heroes(R), at Top of the Hill

July 10, 2008

- Who: Dominique Dawes, Olympic Gold Medalist and Michelle Rhee, Chancellor of the DC Public Schools ...
- What: ... will help honor the 2008 Build-A-Bear Workshop Huggable Heroes. The Huggable Heroes are a group of young people 18 years of age and younger from around the world who are making positive contributions to their communities.
- When/Where: Thursday, July 10, 2008, 6:30 p.m. - 9 p.m.
Top of the Hill
At the Reserve Officers Association
One Constitution Ave., NE
Washington, D.C. 20002
***Please let us know if you plan to attend so we can let security at Top of the Hill know.

Visual and Interview Opportunities:

- Dominique Dawes, Olympic Gold Medalist
 - Michelle Rhee, Chancellor of the DC Public Schools
 - Maxine Clark, Build-A-Bear Workshop Founder and Chief Executive Bear
 - Build-A-Bear Workshop(R) Huggable Heroes(R)
- Why: To commemorate the 5th anniversary of the Build-A-Bear Workshop Huggable Heroes program, an international program that rewards young people for their outstanding acts of generosity and volunteerism, a special reunion is being held in Washington, D.C., of 31 past and 13 2008 Huggable Heroes, representing 26 states and four countries.

The Huggable Heroes will be honored for their leadership and community service to make their communities and the world a better place.

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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