



## **Back to School at Build-A-Bear Workshop(R): the Chance to Win a Celebrity Appearance at Your School and Free Stuff Too!**

July 28, 2008

ST. LOUIS, Jul 28, 2008 (BUSINESS WIRE) -- Fun, excitement, giveaways and cool prizes are in store this summer as Build-A-Bear Workshop(R) helps kids gear up for back to school.

One lucky student will receive the "show and tell" experience of a lifetime when he or she wins an opportunity to take "High School Musical" star Corbin Bleu to school through the "BABW(R) Spirit Sweepstakes." Guests can register for their chance to win from July 31 through August 11 at any of the Build-A-Bear Workshop stores in the United States, Puerto Rico and Canada. No purchase is necessary to enter or to win.

The fun continues at [buildabearville.com](http://buildabearville.com)(TM) with an animated video of Corbin Bleu's online character being interviewed by ChloeRocks, a regular in Build-A-Bearville(TM), who welcomes new citizens, knows all of the exciting things happening in the world and makes a point to drop in for beary special events. This exclusive interview will be shown in a brand new studio located next to the virtual Build-A-Bear Workshop store in Town Square. After watching the video, Guests will receive a free dance move for their online character.

With nearly four and a half million online characters registered, [buildabearville.com](http://buildabearville.com) is quickly becoming one of the most popular and frequently visited websites geared towards tweens.

Coming on the heels of similar activities last year featuring the Jonas Brothers and Hannah Montana, the BABW Spirit Sweepstakes is another example of the ability of Build-A-Bear Workshop to connect with its Guests by offering exciting opportunities that capture their imagination and speak to the dreams of its core audience.

"Corbin Bleu is such a 'tween' phenomenon, we knew that a chance to meet him or see him interviewed online, would be a great opportunity for our Guests," said Maxine Clark, founder and chief executive bear. "He's a great fit for us. Everyone responds so enthusiastically to his energy and his engaging personality."

Also adding to the excitement are free gifts for all Guests visiting a Build-A-Bear Workshop(R) store during the month of August as part of "School Days Giveaways." A new item will be featured each week including a Corbin Bleu locker poster, Build-A-Bear Workshop pencil case, notebook and collectible pin. No purchase is necessary. Free gifts are available while quantities last.

Each "School Days Giveaways" item also comes with a free virtual gift that can be used at [buildabearville.com](http://buildabearville.com)(TM). Virtual gifts include an exclusive locker for the Guest's virtual Cub Condo(R) house, a poster of Corbin Bleu, Pom-Poms and special moves for the Guest's online character.

"Back to school time is a time for new beginnings as children and their families spend time together and prepare for the next step in their educational journey," said Clark. "At Build-A-Bear Workshop, we want to be a part of that excitement and experience by offering gifts, appropriate for back to school, that encourage families to stop by and visit when they are spending time at the mall getting ready for the new school year."

## BABW(R) SPIRIT SWEEPSTAKES

THERE IS NO PURCHASE NECESSARY TO ENTER OR TO WIN AND ENTRY TO THIS SWEEPSTAKES IS FREE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. MANY WILL ENTER, ONE WILL WIN. Open and offered to legal residents of the 50 United States, District of Columbia, Puerto Rico and Canada. VOID WHERE PROHIBITED. The BABW(R) Spirit Sweepstakes begins on July 31, 2008, and ends at close of business hours on August 11, 2008. To enter, complete an entry form available at participating Build-A-Bear Workshop(R) stores or online at [www.buildabear.com](http://www.buildabear.com) (U.S./Puerto Rico residents) and at [www.buildabear.ca](http://www.buildabear.ca) (Canada residents) and deposit into an official in store ballot box by close of business August 11, 2008, or mail in an envelope to: "BABW Spirit Sweepstakes" at one of the following addresses: United States/District of Columbia/Puerto Rico residents: P.O. Box 9288, Medford, NY 11763-9288. Canadian residents: P.O. Box 10001, 5576 Yonge Street, North York, Ontario, M2N 0B6, Canada. Mail-in entries must be postmarked by August 11, 2008, and received by August 18, 2008. Limit one (1) entry per person per day. Potential Canadian winner will be required to correctly answer a mathematical skill question administered by mail as a condition of winning the prize. PRIZE/ODDS: One (1) Grand Prize: A visit to your school by Corbin Bleu and \$50 Bear Buck\$(R) gift card. Approximate Retail Value (ARV): \$50 USD. Odds of winning prize depend on the total number of eligible entries received. Sweepstakes subject to the full Official Rules available by sending a self-addressed stamped envelope to: BABW Sweepstakes Official Rules, Marden Kane, 36 Maple Place, Manhasset, NY 11030. Specify language. (Residents of Canada and VT may omit return postage.) Official Rules will also be posted online in English, Spanish and French at [www.buildabear.com](http://www.buildabear.com) and at [www.buildabear.ca](http://www.buildabear.ca).

SPONSOR: Build-A-Bear Workshop, Inc., 1954 Innerbelt Business Center Drive, St. Louis, MO 63114.

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(R) 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).

## 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.

SOURCE: Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc.  
Margaret Welch, 314-727-5700 ext. 106  
Cell: 314-703-1215  
margaretw@buildabear.com  
or  
Wendy Bain, 314-727-5700 ext. 110  
Cell: 314-323-5835  
wendyb@blickandstaff.com