



Star-Stylin' with Build-A-Bear Workshop(R): Sweepstakes Marks Introduction of a New Hannah Montana(TM)-Themed Bear

September 3, 2008

Lucky Guest to Win a Special Visit to the Hollywood Set of Disney's "Hannah Montana"(TM) series

ST. LOUIS--(BUSINESS WIRE)--Sept. 3, 2008--Build-A-Bear Workshop(R) is rockin' to the beat of a new friendship with the arrival of their new furry friend Beary Limited(R) edition Hannah Montana(TM)-themed bear. This new friend arrives September 12, and is available in the United States and Canada for \$22 USD (\$25 CN) while quantities last.

Each Hannah Montana-themed bear comes with a pendant necklace and, for a limited time, Guests who make this new friend will also receive 3,000 Bear Bills(TM) to spend at buildabearville.com(TM) - the Build-A-Bear Workshop virtual world stuffed with fun. With over five million online characters registered, buildabearville.com is quickly becoming one of the most popular and frequently visited websites geared towards tweens.

"Hannah Montana' has captured the hearts and imaginations of millions of young people," said Maxine Clark, founder and chief executive bear of Build-A-Bear Workshop. "Our new Hannah Montana-themed bear and the 'Hannah Montana Star Stylin' Sweepstakes' give our Guests unique opportunities to enjoy the excitement of the show in memorable ways."

In addition to making their own personalized Hannah Montana bear, from September 12 through October 14, Build-A-Bear Workshop has teamed with the Disney Channel to offer the "Hannah Montana Star Stylin' Sweepstakes." One lucky Guest, a friend, and two guardians will win an all-expense paid trip to Los Angeles for a VIP visit to the set of Disney's Hannah Montana series.

The group will not only be photographed on set, but will also enjoy a special meet and greet with the members of the cast. The star treatment continues with a shopping spree in Los Angeles, a makeover with a professional stylist and a visit to Build-A-Bear Workshop to make their very own Hannah Montana bear. In addition, 100 first prize winners will each receive their own Hannah Montana bear dressed in the Hannah Montana "Ready to Rock" outfit and accessorized with a gem purse.

Guests may enter for a chance to win the "Hannah Montana Star Stylin' Sweepstakes" by visiting a Build-A-Bear Workshop store in the United States or by visiting www.DisneyChannel.com/starstylin. All those entering the sweepstakes by visiting a Build-A-Bear Workshop store will also receive a Build-A-Bear Workshop virtual gift redeemable at buildabearville.com. No purchase is necessary to enter or to win.

The "Hannah Montana Star Stylin' Sweepstakes" is the second sweepstakes involving Build-A-Bear Workshop(R) and featuring the popular television star. Last year, the grand prize winner of the "Rockin' Hannah Montana Sweepstakes," 10-year-old Shelby from Tennessee received the chance of a lifetime when she and a friend won an expense-paid trip to New York City to meet Hannah Montana backstage and see her perform at the Nassau Veterans Memorial Coliseum in Uniondale, NY.

"I got my hair done, bought some Hannah Montana shirts, posters, a hat and pins and when I met her, I

almost couldn't say anything - I was speechless," said Shelby. "I love all her songs and it was great!"

"The Hannah Montana Star Stylin' Sweepstakes" also follows on the heels of the "BABW(R) Spirit Sweepstakes," a similar Build-A-Bear Workshop promotion held earlier this year involving 'tween sensation and High School Musical star, Corbin Bleu. The winner won the show-and-tell experience of a lifetime - the opportunity to have Corbin Bleu visit their school.

HANNAH MONTANA STAR STYLE SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN, NOR WILL A PURCHASE OR PAYMENT INCREASE ONE'S CHANCES OF WINNING. This Sweepstakes is subject to all applicable federal, state, provincial, local laws & regulations. Void where prohibited. Open only to persons who are, as of Entry, 6-17 years of age; legal residents of, and physically located within, the 50 U.S. or D.C. Sweepstakes starts 12:01:00 AM (PT) on 9/12/08 and ends 11:59:59 PM (PT) on 10/14/08. Total ARV of all prizes: \$10,250. Odds of winning depend upon the total number of entries received. Other restrictions may apply; see Official Rules for details. To enter, and for Official Rules, complete an Entry Form at participating Build-A-Bear Workshop(R) stores while supplies last and deposit Entry Form into the Hannah Montana Star Stylin' Sweepstakes entry box or visit DisneyChannel.com/starstylin. Many will enter. Few will win. Sponsor: ABC Cable Networks Group, dba Disney Channel, 3800 W. Alameda Avenue, Burbank, CA 91505

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 385 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. 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.

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.

CONTACT: Build-A-Bear Workshop
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

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