



Build-A-Bear Workshop, Inc. Sets Date for 2008 Third Quarter Earnings Announcement and Investor Conference Call

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ST. LOUIS--(BUSINESS WIRE)--Build-A-Bear Workshop, Inc. (NYSE: BBW), an interactive, entertainment-based retailer of customized stuffed animals, will report results for its fiscal 2008 third quarter ended September 27, 2008, on October 16, 2008 prior to the opening of trading on the New York Stock Exchange. The Company will host its quarterly investor conference call to discuss the results at 9 a.m. EDT on October 16, 2008.

The dial-in number for the live conference call is (617) 786-2964 (domestic and international). No access code is required. The live Internet broadcast may be accessed at our investor relations Web site, <http://IR.buildabear.com>. The call is expected to conclude by 10 a.m. EDT.

Replays of the conference call will be available via the Internet and telephone. The replay of the conference call webcast will be available in the investor relations Web site for one year. A telephone replay will be available beginning at approximately noon EDT on October 16, 2008, until midnight on October 30, 2008. The telephone replay is available by calling (617) 801-6888. The access code is 60130153.

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 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.

Source: Build-A-Bear Workshop, Inc.