



Build-A-Bear Workshop® Jumpstarts the Holiday Season to Support U.S. Marine Corps Reserve Toys for Tots

October 22, 2008

Activities to Run October through December

St. Louis, MO (Date , 2008) – This holiday season, Build-A-Bear Workshop® is increasing its giving efforts to make sure children in need nationwide receive a teddy bear hug. Build-A-Bear Workshop is teaming up with the U.S. Marine Corps Reserves for their 61st annual Toys for Tots holiday toy drive campaign designed to encourage toy donations and raise funds.

Build-A-Bear Workshop produced and will air a public service announcement encouraging people to support the 2008 Toys for Tots campaign. The spot, which will air in November on select cable networks across the country, features Maxine Clark, founder and chief executive bear of Build-A-Bear Workshop encouraging the public to “give a teddy bear hug” to a child in need by making a toy donation to the Toys for Tots campaign.

“This holiday season we feel it is more important than ever to remember children,” said Maxine Clark. “We have been supporters of Toys for Tots for a number of years and are pleased to enhance our partnership this year to help even more children in communities across the country have a happy holiday.”

In addition to the public service announcement, Build-A-Bear Workshop is supporting Toys for Tots nationwide in the following ways:

October

The spirit of holiday giving kicks off October 25. Guests who visit any Build-A-Bear Workshop store throughout the United States and Puerto Rico this weekend can make a furry friend – for FREE – to be donated to Toys for Tots. Of course, since it is Kooky Spooky Bear Bash® weekend, costumes for kids (and bears) are encouraged – and there will be goodies!

November

The spirit of giving continues into November. In addition to the national airing of the public service announcement, during the weekend of November 15 and 16, Guests can drop off a new, unwrapped toy at any Build-A-Bear Workshop® store in the United States and Puerto Rico which will be donated to the local Toys for Tots chapter. Guests can also make and purchase a furry friend to donate to the Toys for Tots effort at the store. Throughout the weekend, Marines will be present to collect the toys, answer questions and make sure the toys get into the hands of local children in need.

December

During the month of December, all donations from the sale of special purple satin hearts will be directed by the Build-A-Bear Workshop Foundation to the Marine Toys for Tots Foundation to deliver a teddy bear hug

and a message of hope to needy children with the gift of new toys. The \$1 purple satin hearts are available nationwide at Build-A-Bear Workshop stores and online at www.buildabear.com.

While the purple satin hearts will benefit Marine Toys for Tots during the month of December, these special hearts support a variety of worthwhile causes such as children, families, animals and the environment throughout the year.

"We are honored that Build-A-Bear Workshop is extending its support of Toys for Tots this year. Because of the generosity of the company and its Guests, we will be able to fulfill the holiday wishes of many needy children this season throughout the United States," said retired Marine Corps Major Bill Grein, vice president of the Marine Toys for Tots Foundation.

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 400 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® mascot in-stadium locations, Build-A-Dino® stores and friends 2B made® 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.

About Build-A-Bear Workshop Foundation

The Build-A-Bear Workshop Foundation is a 501(c)(3) public charity committed to improving and impacting lives through meaningful philanthropic programs and causes for children and families. The Foundation's goals are to increase public awareness of children's health and wellness programs and to support related research education and treatment programs. The Foundation also supports programs which promote literacy and education, the preservation of endangered animals and their habitats, domestic animal shelters, disaster relief programs and environmental concerns.

About Toys for Tots

The Marine Toys for Tots Foundation is a not for profit organization authorized by the U.S. Marine Corps and the Department of Defense to provide fundraising and other necessary support for the annual Marine Corps Reserve Toys for Tots Program. Now in its 61st year, Toys for Tots provides joy and a message of hope to economically disadvantaged children through the gift of a new toy during the Christmas holiday season. Our gifts offer these children recognition and a positive memory they will cherish for a lifetime. Many of the gifts we provide, such as books, games and sports equipment, make a significant contribution to the educational, social and recreational development of these children. In 2007, Marines distributed gifts to 7.5 million children in over 600 communities nationwide. The Marine Toys for Tots Foundation relies on individual donations from the American public as well as support from corporate sponsors.

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® 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® 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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