



Build-A-Bear Workshop(R) Introduces Hopeful Wishes Teddy(R) II

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Women's Breast Cancer Health and Wellness Initiatives Find Support from a Furbulous New Friend

ST. LOUIS--(BUSINESS WIRE)-- In conjunction with Breast Cancer Awareness month Build-A-Bear Workshop(R) is unveiling Hopeful Wishes Teddy(R) II to support and advance breast cancer education, research and support groups.

Starting today, this beary special furry friend will be available in Build-A-Bear Workshop stores and online at www.buildabear.com for \$25 US, while quantities last. With every Hopeful Wishes Teddy II purchase, a \$5 donation will be split among three national organizations that help support the health and wellness needs of women affected by breast cancer.

Susan G. Komen for the Cure(R) St. Louis Affiliate - The money raised will help fund education, screening, treatment and support programs, as well as research grants for women in St. Louis, Missouri, home of Build-A-Bear Workshop World Bearquarters.

Network of Strength (formerly Y-ME) - Breast Cancer Network of Strength, formerly known as Y-ME National Breast Cancer Organization(R), strives to ensure, through information, empowerment and peer support that no one faces breast cancer alone. Through the YourShoes(TM) peer support center, trained breast cancer survivors provide immediate emotional relief and peer support through a toll-free hotline, e-mail and support groups.

Young Survival Coalition - The Young Survival Coalition (YSC) is the premier international, nonprofit network of breast cancer survivors and supporters dedicated to the concerns and issues that are unique to young women and breast cancer. Through action, advocacy and awareness, the YSC seeks to educate the medical, research, and breast cancer communities to persuade them to address breast cancer in women 40 and under. The YSC also serves as a point of contact for young women living with breast cancer.

"One in eight women is affected by breast cancer, which certainly touches many of our Guests and their loved ones," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "With the introduction of Hopeful Wishes Teddy II we hope to lend our support to several of the worthwhile organizations and causes that assist these women."

Hopeful Wishes Teddy II embodies the Build-A-Bear Workshop philosophy of supporting its Guests and their families who are working to overcome health obstacles and meet wellness challenges.

"We receive so many letters from Guests about the importance of teddy bears, especially when someone is facing an illness, difficult time or simply in need of an extra special bear hug," said Clark. "We want Hopeful Wishes Teddy(R) II to be a symbol of support and caring as well as a source of strength for those affected by

breast cancer."

Also, in honor of Breast Cancer Awareness Month, 100 percent of the donations for the purchase of a purple satin heart (\$1) will be donated to the Build-A-Bear Workshop Foundation which will make grants to organizations advancing breast cancer education, research and support groups. In October only, a limited number of pink satin hearts will also be available.

For more information about Hopeful Wishes Teddy(R) II, or to find a store in your area, visit www.buildabear.com.

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.

Source: Build-A-Bear