



FORTUNE Announces That Build-A-Bear Workshop(R) is Included on the 2009 "100 Best Companies to Work For" List

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ST. LOUIS--(BUSINESS WIRE)--Jan. 22, 2009--FORTUNE announced today that Build-A-Bear Workshop^(R) has been ranked 94 on the 12th annual "100 Best Companies to Work For" list. The full list and related stories appear in the February 2 issue of FORTUNE, available on newsstands on Monday, January 26, and now at FORTUNE.com.

In his FORTUNE.com blog, Managing Editor Andy Serwer writes, "No matter what happens with the economy, the demand for talent will remain. Great companies know that super-motivated, happy, world-class employees are an incredible competitive advantage."

To pick the "100 Best Companies to Work For," FORTUNE works with Robert Levering and Milton Moskowitz of the Great Place to Work^(R) Institute--a global research and consulting firm with offices in 30 countries--to conduct the most extensive employee survey in corporate America.

"This high honor is an important acknowledgement that the core values we set nearly 12 years ago have truly been a road map to our success," said Maxine Clark, Build-A-Bear Workshop founder, chairman and chief executive bear. "From the beginning we wanted every associate to participate in making Build-A-Bear Workshop the best place to work and play! Today, we are the leading interactive retail-entertainment brand, and the first to have both real world stores and a virtual world experience. With more than 400 stores around the world, we have redefined and set a new standard for retail. We've accomplished so much in a short period of time by putting the heart - and the fun - back into retail.

"Since we opened our doors that very first day in 1997 our core values have included giving back to the communities we serve. Together with our Guests we have donated over \$20 million to important causes such as children's health and wellness, literacy and education, endangered animals and their habitats, domestic animal shelters, disaster relief and the environment. We have a unique ability to reach kids and support the social ventures they care about. We hope our new year-long global movement - Love. Hugs. Peace.(TM) - will inspire and empower young people now more than ever to share teddy bear hugs wherever needed in local communities and abroad and to lead us towards a brighter future and a better tomorrow."

More than 81,000 employees from 353 companies responded to the 57-question survey created by the Institute. Two-thirds of a company's score is based on the survey, which is sent to a minimum of 400 randomly selected employees. The remaining third is based on a company's responses to the Culture Audit questionnaire, which asks detailed questions about demographics, pay and benefits, and open-ended questions on philosophy, communication and more.

Any company that is at least seven years old with more the 1,000 U.S. employees is eligible to be included on the list. The deadline for applying for next year's list is March 31, 2009. For an online nomination form, go to www.greatplacetowork-100best.com.

About Build-A-Bear Workshop^(R)

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^(R) 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.

About FORTUNE

FORTUNE is a global leader in business journalism with a worldwide circulation of more than 1 million and a readership of nearly 5 million, with major franchises including the FORTUNE 500 and the FORTUNE 100 Best Companies to Work For. FORTUNE Live Media extends the brand's mission into live settings, hosting a wide range of annual conferences, including the FORTUNE Global Forum. FORTUNE magazine's online home is CNNMoney.com, the most visited and utilized business destination website.

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, Inc.

Jill Saunders, 314-423-8000, ext. 5293

314-422-4523 (cell)

jills@buildabear.com

or

Shannon Lammert, 314-423-8000, ext. 5379

314-556-3852 (cell)

shannonl@buildabear.com

Source: Build-A-Bear Workshop, Inc.