



Give a Gift with Heart from Build-A-Bear Workshop(R) This Valentine's Day

February 4, 2009

ST. LOUIS--(BUSINESS WIRE)-- This Valentine's Day Build-A-Bear Workshop® is offering the pawfect way to share your heart with one-of-a-kind gifts for everyone on your list. With a variety of make-your-own stuffed animals starting at only \$10 and outfits and accessories starting at just \$2, Guests can find personalized gifts at a pawsome price.

"The season of love would not be complete without teddy bear hugs," said Maxine Clark, founder and chief executive bear. "With endless options for personalization, and a large selection of \$10 and \$12 animals Guests can make gifts from the heart at the perfect price."

NEW for Valentine's Day this year is Beary Limited® edition Hugs Fur You Monkey for only \$15. With long arms to hug your sweetheart and adorable pink heart fur, this new friend is sure to make you a hero this holiday!

It's the pawfect gift for kids too – especially because Hugs Fur You Monkey, comes with a BONUS emoticon, along with all the other virtual gifts that come with bringing this friend to life online for FREE at buildabearville.com® - the Build-A-Bear Workshop virtual world stuffed with fun. And moms will love that Stuff Fur Stuff® club members will receive double points when they purchase a Hugs Fur You Monkey! It's the gift that keeps on giving.

Build-A-Bear Workshop® is THE place to find personalized gifts at pawsome prices. Guests can say "I love you" with Hugs & Kisses Lil' Butter Cream Cub. This cute friend sports a red bow tie and offers a plush box of **no calorie** chocolates, rose bouquet, and plush heart picture frame all for just \$17. Send a little love to your sweetheart with the Love Bug Brown Sugar Puppy for only \$24. Another loveable option is the Beary Romantic Lil' Honey Cub, wearing a layered red vest, black pants, scarf and matching cap, this romantic furry friend will steal your Valentine's heart and is priced at \$22.

Another perfect Valentine's Day present is a gift that gives twice. When Guests make the NEW Jack Russell Terrier, or any of our full-sized Bearemy's Kennel Pals® friends, \$1 will be donated to support local animal shelters and stray pet rescue and rehabilitation organizations. In 2008, the Build-A-Bear Workshop Bear Hugs Foundation granted over \$500,000 to domestic pet programs.

Build-A-Bear Workshop has always had a strong commitment to leave a pawsitive mark on the world. Since its inception in 1997, the Company has donated over \$20 million to support causes related to children, animals and the environment, sharing the hug of a teddy bear wherever needed in local communities and abroad and recognizing kids doing great things.

About Build-A-Bear Workshop

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.

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.

Source: Build-A-Bear Workshop, Inc.

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