



Build-A-Bear Workshop® Grand Prize Corbin Bleu from High School Musical to Visit Northside Elementary School!

February 3, 2009

KENNESAW, Ga. (Feb. 3, 2009) - One lucky "High School Musical" fan has won the opportunity of a lifetime thanks to Build-A-Bear Workshop®. Julie Jackson, a third-grader from Northside Elementary School, has been selected as the Grand Prize winner of the BABW® Spirit Sweepstakes. On February 6, Julie will have the ultimate "show and tell" when "High School Musical" star, Corbin Bleu visits an all school assembly at Northside Elementary School in Dallas, Georgia. Julie and her classmates will have the opportunity to ask questions and interact with the star.

Following the assembly, which is closed to the public, Corbin Bleu will make an appearance at the Town Center at Cobb Build-A-Bear Workshop store from 4:00 to 5:30 p.m. where he will autograph his photo for the first 400 Guests in line.

"Many Build-A-Bear Workshop Guests are huge fans of High School Musical," said Maxine Clark, founder and chief executive bear. "Corbin Bleu is such a 'tween' phenomenon. We are thrilled to provide the students at Northside Elementary and our Guests with the exciting opportunity to meet this gifted young talent."

Build-A-Bear Workshop partnered with Corbin Bleu in the fall of 2008 for the BABW Spirit Sweepstakes and School Days Giveaways. Guests could enter for a chance to win the BABW Spirit Sweepstakes at participating Build-A-Bear Workshop stores across the United States, Canada and Puerto Rico from July 31 to August 11. No purchase was necessary to enter or win. The fun then continued online at buildabearville.com®, where Corbin Bleu was interviewed by ChloeRocks™, a regular in buildabearville.com, who welcomes new citizens, knows all of the exciting things happening in the world and makes a point to drop in for beary special events. Build-A-Bearville™ citizens, who visited the theater to view this popular interview, also received a free dance move for their online character.

With over 7.5 million characters registered, Build-A-Bearville is quickly becoming one of the most popular and frequently visited websites geared towards tweens.

Interview Opportunities:

Corbin Bleu and Julie Jackson will be available for interviews 30 minutes before the Northside Elementary School assembly that begins at 1:00 p.m. All interview requests must be arranged prior to the assembly through Build-A-Bear Workshop Promotional Marketing Bear, Amy Costello at 636-359-1071.

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.

Contacts:

Shannon Lammert
314.423-8000 ext. 5379
314-556-8841 (cell)
shannonl@buildabear.com

Jill Saunders
314.423-8000 ext. 5293
314-422-4523 (cell)
jills@buildabear.com