



Build-A-Bear Workshop Bear Hugs Foundation Awards Grant to Local Pet Program

February 12, 2009

DENVER (Feb. 12, 2009) – The Build-A-Bear Workshop Bear Hugs Foundation is presenting Denver’s Dumb Friends League with a grant for \$1,000 to support its efforts to provide humane care to lost and abandoned animals, rescue sick, injured and abused animals, adopt pets to new homes, help pets stay in homes, and educate pet owners and the public about the needs of companion animals. The grant is funded with the help of the Bearemy’s Kennel Pals®—a collection of furry friends—available in all Build A Bear Workshop® stores. With the sale of each full-sized Bearemy’s Kennel Pals friend, \$1 is donated to local animal shelters, stray pet rescue and rehabilitation organizations, and pet education programs.

“Build-A-Bear Workshop Guests are helping real pets just by making a Bearemy’s Kennel Pals furry friend,” said Build-A-Bear Workshop Bearitory Leader, Mike Spring. “We are proud to partner with our Guests to help this organization that lends a helping paw to animals in need.”

Build-A-Bear Workshop has always had a strong commitment to leave a pawitive 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 Bear Hugs Foundation

Build-A-Bear Workshop Bear Hugs Foundation is committed to making life more bearable for children, families, and pets in need of a helping paw. The Foundation makes grants to qualified non-profit organization that support the health and wellness of children and families, the care and welfare of animals, the preservation of the environment, and the promotion of literary and education for all. Visit <http://www.buildabear.com/aboutus/community/grants> for more information.

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
shannonl@buildabear.com

Jill Saunders
314-423-8000, ext. 5293
314-422-4523
jills@buildabear.com