



Build-A-Bear Workshop Bear Hugs Foundation Awards Grant to Local Children's Charity

February 12, 2009

TOMS RIVERS, N.J. (Feb. 12, 2009) – The Build-A-Bear Workshop Bear Hugs Foundation is presenting Oceans of Love with a grant for \$1,000 to support its efforts to help Ocean County children with cancer and their families by providing financial and emotional support so that they can experience the “normal” joys of childhood. The grant is funded with the help of Champ—A Champion Fur Kids, a furry friend available in all Build A Bear Workshop® stores. With the sale of each Champ, \$1 is donated through the Build-A-Bear Workshop Bear Hugs Foundation to organizations and programs that help children by researching childhood diseases, promoting child safety, and serving children with special needs.

“A fundamental principle of Build-A-Bear Workshop is giving back to the community,” said Build-A-Bear Workshop Bearitory Leader, Peter Perciaccanto. “We are proud to partner with our Guests to help this organization make the world a healthier and happier place for kids and families.”

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.

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