



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

February 12, 2009

ASHEVILLE, N.C. (Feb. 12, 2009) – The Build-A-Bear Workshop Bear Hugs Foundation is presenting the Irene Wortham Center with a grant for \$1,000 to support its efforts to provide day care to individuals with multiple, severe and profound handicaps. Funding for the grant is made possible with the help of Read Teddy® —a special furry friend available in all Build-A-Bear Workshop® stores. With the sale of each Read Teddy, \$1 is donated to worthy causes and programs that support reading and literacy for children.

“Education is crucial to every child’s success in life,” said Build-A-Bear Workshop Bearitory Leader, Shannon McFarland. “We are proud to partner with our Guests to help this organization provide students in need with resources to learn and thrive.”

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