



Last Call for Entries in 2009 Huggable Heroes(R) Search

February 17, 2009

ST. LOUIS--(BUSINESS WIRE)--Feb. 17, 2009-- Just ten days are left to enter a young leader into the 2009 Build-A-Bear Workshop® Huggable Heroes® search. Twelve of these young people will ultimately be selected as Huggable Heroes and win a \$7,500 educational scholarship and \$2,500 donation from the Build-A-Bear Workshop Foundation to the 501 (c)(3) charity of their choice. Entry deadline is: February 27.

Huggable Heroes are young leaders who are doing good things to make the world a better place. They volunteer in underserved schools, hospitals, nursing homes, disadvantaged neighborhoods and more. They have raised hundreds – even millions – of dollars to help those with special needs, protect wildlife and preserve the environment. They give their time and expect nothing in return.

The search for these special, dedicated and hard-working youth ages seven to 18 ends Friday, February 27. People may download an entry form or nominate a candidate online by visiting www.buildabear.com/huggableheroes or they may pick one up at a participating Build-A-Bear Workshop store in the United States, Puerto Rico and Canada.

Parents, grandparents, aunts, uncles, siblings, friends, teachers, organization leaders or the young people themselves, are encouraged to submit nominations before the February 27 deadline.

About Build-A-Bear Workshop, Inc.

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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