



This Thanksgiving, Build-A-Bear Workshop(R) Offers Eight Terrific Tips to Help You Make the Perfect Turkey!

November 25, 2008

Call the Build-A-Bear Workshop turkey help line at 1-877-7GOBBLE (462253)

ST. LOUIS, Nov 25, 2008 (BUSINESS WIRE) -- Are you a turkey lover who struggles to make the pawfect bird every year? This Thanksgiving, Build-A-Bear Workshop(R) has eight terrific turkey-making tips to help you avoid the usual blunders! Call the Build-A-Bear Workshop turkey help line at 1-877-7GOBBLE (462253) or see below for additional information.

Choose your turkey

While selecting the size of your bird can be difficult, Build-A-Bear Workshop is serving up two great options to make sure every Guest leaves feeling pawsitively stuffed! You can choose from a 15 inch plush turkey or a prestuffed 6 inch mini turkey, available at a Build-A-Bear Workshop near you.

For those of you out there with a big appetite for furry fun - choose both and gobble up two new friendships! You will definitely be able to give thanks for new friends this year!

Hear your turkey

Now it's time to spice up your turkey! Add a fun and festive gobble sound to place inside or pawsonalize it even more with a Build-A-Sound(R) message you record! No matter what you choose - you can't go wrong!

Stuff your turkey

Ever wonder how much stuffing is required for the pawfect turkey? Well, that's a matter of taste! Build-A-Bear Workshop Guests fill their new turkey friends with stuffing for just the right amount of huggability. Plus, there's no need to fight over the wishbone this year. Everyone can make a wish and select a small satin heart to add to their new furry friend.

Stitch your turkey

Now that the turkey is stuffed with love - stitch 'em up!

Fluff your turkey

Next, a pawfectly stuffed and fluffed turkey ensures a pawfect presentation. Now it's time to dress!

Dress your turkey

We all know that dressing is the pawfect way to top off your turkey and stuffing! And although it may be hard to choose just one style, it's Thanksgiving! Remember - this splurge is calorie FREE! Select your favorites, starting at only \$5 at www.buildabear.com or at a Build-A-Bear Workshop(R) near you!

Name your turkey

You're almost done... selecting a name is the next step to making your new turkey friend.

Take your turkey home

Your turkey is done! It's time to tote your turkey home in an exclusive turkey coop carrier and get ready to gobble up a new friendship! Plus, bring this new friend to life online for free at www.buildabearville.com! And be sure to look for the turkey in Friendship Forest to get a cool virtual gift.

A Build-A-Bear Workshop Turkey is a great way to add pawsonality to any holiday decor. Give it as a gift - pawfect for the host or hostess, to say "thanks" or just to brighten their day.

Happy Thanksgiving from Build-A-Bear Workshop!

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(R) 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(R) mascot in-stadium locations, Build-A-Dino(R) stores and friends 2B made(R) doll locations. In December 2007, Build-A-Bear Workshop(R) 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(R) 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(R) 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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