



Build-A-Bear Workshop, Inc. Sets Date for 2009 First Quarter Earnings Announcement and Investor Conference Call

April 13, 2009

ST. LOUIS--(BUSINESS WIRE)--Apr. 13, 2009-- Build-A-Bear Workshop, Inc. (NYSE: BBW), an interactive, entertainment-based retailer of customized stuffed animals, will report results for its fiscal 2009 first quarter ended April 4, 2009, on April 30, 2009 prior to the opening of trading on the New York Stock Exchange. The Company will host its quarterly investor conference call to discuss the results at 9 a.m. EDT on April 30, 2009.

The dial-in number for the live conference call is (857) 350-1605 (domestic and international). No access code is required. The live Internet broadcast may be accessed at the Company's investor relations Web site, <http://IR.buildabear.com>. The call is expected to conclude by 10 a.m. EDT.

Replays of the conference call will be available via the Internet and telephone. The replay of the conference call webcast will be available at the investor relations Web site for one year. A telephone replay will be available beginning at approximately noon EDT on April 30, 2009, until midnight EDT on May 14, 2009. The telephone replay is available by calling (617) 801-6888. The access code is 71110649.

Build-A-Bear Workshop, Inc. is the leading and only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. Founded in 1997, the company currently operates more than 400 Build-A-Bear Workshop® stores worldwide, including company-owned stores in the United States, Puerto Rico, Canada, the United Kingdom, Ireland and France, and franchise stores in Europe, Asia, Australia and Africa. In 2007, the interactive experience was enhanced - all the way to CyBEAR® space - with the launch of buildabearville.com®, the company's virtual world stuffed with fun. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$468 million in fiscal 2008. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web sites at www.buildabear.com.

Source: Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc.

Investors:

Molly Salky, 314-423-8000 x5353

or

Media:

Jill Saunders, 314-423-8000 x5293