



Show Mom She's #1 with Pawfect Gifts From Build-A-Bear Workshop(R)

May 1, 2009

ST. LOUIS--(BUSINESS WIRE)--May. 1, 2009-- Everyone wants to find a special way to show Mom she is appreciated and every mom loves thoughtful gifts. Build-A-Bear Workshop® is THE place where Guests can cele-bear-ate Mother's Day by making unique gifts from the heart. With a variety of make-your-own stuffed animals starting at only \$10, Guests can find something special for Mom at a pawsome price.

"Moms cherish gifts that are made especially for them by their children," said Maxine Clark, founder and chief executive bear of Build-A-Bear Workshop. "When kids of all ages make a personalized furry friend at Build-A-Bear Workshop, they are creating a memorable gift that their mom will cherish forever."

NEW for Mother's Day this year is the Just Fur Mom Snazzy Kitty that can be decked out in a white satin sash with "Happy Mother's Day" printed in pink. Add the Mini Snazzy Kitty wearing a #1 Mom tee for only \$5. Guests can also treat Mom to a spa ready teddy bear or take a swing at the perfect gift with a golfing furry friend. Guests can record their own Build-A-Sound® message to include inside any furry friend for Mom. Say It With Sound® personalization makes the gift even more unforgettable.

Guests looking for the pawfect gift for Mom who visit Build-A-Bear Workshop on Saturday, May 2 and Sunday, May 3 can receive a FREE tote with every purchase over \$15, while supplies last. This fashionable bag is a must have for the season.

Whether you are cele-bear-ating Mother's Day or any other special occasion Build-A-Bear Workshop offers gifts that will surely be remembered for everyone on your list!

About Build-A-Bear Workshop®

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 and its franchisees currently operate 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. The company was named to the 2009 FORTUNE 100 Best Companies to Work For® list. 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 site at www.buildabear.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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5954475&lang=en>

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