



The Hunt Is On for Summer Fun – Camp Out At Buildabearville.com®

June 30, 2009

3D Scavenger Hunt Map and Glasses Available at Build-A-Bear Workshop

ST. LOUIS (June 30, 2009) – Calling all campers! Here's your chance to roast marshmallows, sleep in a tent, build a campfire and compete in games with other campers without ever leaving home! Build-A-Bear Workshop® announced today that Camp Happy Heart is returning bigger and better than ever to buildabearville.com® from July 1st through July 31st.

Plus, July 1 – 29, Guests who visit Build-A-Bear Workshop stores and purchase a stuffed animal priced at \$10 or more will receive a FREE 3D scavenger hunt map and glasses (while supplies last). The map contains a unique code to unlock a secret scavenger hunt in Build-A-Bearville®, the company's free online play space. Citizens of Build-A-Bearville that finish the hunt will receive a secret tent room for their virtual Cub Condo™ houses.

"Camp starts this year with our unique in-store experience and continues throughout the month with kids engaging in a 3D scavenger hunt, uncovering prizes, as well as finding new places to play at buildabearville.com," said Maxine Clark, founder and chief executive bear of Build-A-Bear Workshop, the first company with both real-world stores and a virtual world experience. "The changes we've made to Camp Happy Heart have added more fun than ever to reflect the great ideas we received from our Guests."

Jr. CyBearGuide® members, special citizens of Build-A-Bearville who answer questions, provide information and give tours, shared ideas for their favorite camp activities. Their input led to the decision to host this year's camp at the new virtual waterfall with all new games including roasting marshmallows and grilling burgers. True to the Build-A-Bear Workshop interactive tradition, Camp Happy Heart was named by its Guests through an online vote when it originally launched in June 2008.

Build-A-Bearville citizens can board the train for Camp Happy Heart and be taken to a new area of Build-A-Bearville opened up in honor of Camp Happy Heart. They can sign up for camp in the floating cabin at the foot of the newly opened waterfall area. Camp participants are assigned to a team and are provided with a team shirt. Camp counselors, Brown Sugar Puppy and Miguel Sunshine, both regular characters in Build-A-Bearville, will lead campers in daily challenges to earn points for their team. The team with the top score at the end of camp will win special prizes.

3D scavenger hunt map and glasses are available (while supplies last) in all Build-A-Bear Workshop company-owned stores in the United States, Canada and Europe beginning July 1 through July 29, 2009.

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. Parental permission may be required to access buildabearville.com. Visit buildabearville.com for details 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.

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