



Photo of Build-A-Bear Workshop's Newest Member of the WWF Collectibear(R) Series is Available on Business Wire's Web Site

August 20, 2009

ST. LOUIS--(BUSINESS WIRE)--Aug. 20, 2009-- Build-A-Bear Workshop® continues its partnership with World Wildlife Fund® (WWF) by introducing the newest member of the WWF Collectibear® series. Starting August 28, make your own WWF Gray Wolf (\$25) at Build-A-Bear Workshop stores or buildabear.com®. In the United States and Canada \$1 from the sale will be donated to WWF to help protect endangered animals and their habitats.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6033767&lang=en>

Source: Build-A-Bear Workshop

Build-A-Bear Workshop

Jill Saunders, 314-423-8000, ext. 5293

314-422-4523 (cell)

jills@buildabear.com

or

Shannon Lammert, 314-423-8000, ext. 5379

314-556-8841 (cell)

shannonl@buildabear.com