



Double donation with the sale of each Plush Portuguese Water Dog to support domestic pets across America

September 4, 2009

Build-A-Bear Workshop® Introduces a VIP Pooch

ST. LOUIS--(BUSINESS WIRE)--Sep. 4, 2009-- Build-A-Bear Workshop® is pleased to introduce the [Portuguese Water Dog](#), an All-American stuffed animal friend. The Portuguese Water Dog is the newest addition to the [Bearemy's Kennel Pals](#)® collection and is available starting September 4 at Build-A-Bear Workshop stores and online at [buildabear.com](#)®.

For a limited time, when Guests purchase the Portuguese Water Dog (\$22) from September 4 through 6, Build-A-Bear Workshop will double the donation to The Build-A-Bear Workshop Bear Hugs Foundation. The company will donate \$2 from the sale of each Portuguese Water Dog friend to the Foundation to support domestic pets across America. Since 2004, the Foundation has granted more than \$3 million to support animal shelters, stray pet rescues and rehabilitation organizations and educational programs which promote animal welfare.

“Portuguese Water Dogs have star-quality and are recognized as being brave and loyal pets,” said Maxine Clark, founder and chief executive bear of Build-A-Bear Workshop. “When Guests make their own Portuguese Water Dog at Build-A-Bear Workshop, they will not only make a new best friend that embodies the same qualities as this loveable breed, but they will help real pets across America.”

The commitment to support domestic pets is part of a comprehensive giving strategy that has been in place since Build-A-Bear Workshop opened its first store in 1997. In the company's 12-year history it has donated over \$20 million to organizations that support families, children, animals and the environment, including the donation of thousands of stuffed animals to comfort children in need.

Build-A-Bear Workshop is also introducing a parade of essentials to accessorize this patriotic pooch including:

- A star-spangled [American Flag Leash & Collar Set](#) (\$6)
- [The Dog Constitution](#) proclaiming, “We The Dogs” (\$2)
- An [American Flag Bandana](#) (\$3)

As an added bonus Guests can continue their new friendship adventure at home for free at [buildabearville.com](#)®. When Guests bring their Portuguese Water Dog to life online they will receive free virtual gifts including a virtual Portuguese Water Dog, Bear Bills®, an extra room for their Cub Condo™ and a

rain gear set for their online character.

About the Build-A-Bear Workshop Bear Hugs Foundation

The Build-A-Bear Workshop Bear Hugs Foundation is committed to making life more bearable for children, families and pets, in need of a helping paw. With the sale of each full-sized Bearemy's Kennel Pals friend – a collection of Build-A-Bear Workshop plush dogs – one dollar is donated to domestic pet programs including local animal shelters, stray pet rescue and rehabilitation organizations, and pet education programs around the country. These funds are available to qualified non-profit organizations in the United States and Canada through a quarterly grant process. Visit www.buildabear.com for more information.

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.

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

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=6043231&lang=en>

Source: Build-A-Bear Workshop

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