



Win a Trip to Meet Jonas Brothers

September 17, 2009

*Build-A-Bear Workshop® Celebrates
with JONAS Dog furry friend!*

ST. LOUIS (September 17, 2009) – Build-A-Bear Workshop® is introducing the Beary Limited® edition JONAS Dog, a rockin' new furry friend available starting September 26. As part of this exciting arrival, Build-A-Bear Workshop and Disney Channel are partnering to sponsor the "JONAS Rock 'N Roll Sweepstakes." One lucky fan will win the chance to meet the stars of JONAS, Kevin, Nick, and Joe Jonas.

Guests can make their own JONAS Dog while quantities last at Build-A-Bear Workshop stores and online at buildabear.com® for \$25 USD (\$29 CAD). Each JONAS Dog includes an exclusive dog tag necklace and Guests can personalize their furry friends with a JONAS vest, bandana and exclusive sound featuring clips of some of the Jonas Brothers' hit songs.

Plus, from September 25 through October 13, Guests can enter the "JONAS Rock 'N Roll Sweepstakes" at Build-A-Bear Workshop stores or mail-in an entry form available online at buildabear.com. The Disney Channel and Build-A-Bear Workshop will send the Grand Prize Winner on a trip for four to meet the Jonas Brothers. Plus, 100 First Prize Winners will receive a JONAS Dog dressed in exclusive JONAS fashions.

"The television series JONAS has captured the hearts and imaginations of millions of young people," said Maxine Clark, founder and chief executive bear of Build-A-Bear Workshop. "We have so much in store to celebrate the popularity of the Jonas Brothers from a new furry friend, clothing and the exciting JONAS Rock 'N Roll Sweepstakes, which will provide fans with an incredible opportunity to meet this talented young singing group."

Guests may enter for a chance to win the "JONAS Rock 'N Roll Sweepstakes" by visiting any Build-A-Bear Workshop store in the United States or submitting a mail-in an entry form. Entry forms available online at buildabear.com. No purchase necessary to win. Void where prohibited. Open only to persons who are, as of entry, six through 17 years of age; legal residents of, and physically located within, the 49 U.S. or D.C. (excluding Maine). Sweepstakes starts on September 25, 2009 and ends on October 13, 2009. Certain restrictions apply; see Official Rules for details. To enter, and for Official Rules, visit a participating Build-A-Bear Workshop during store hours or visit buildabear.com for mail-in entry form. Many will enter. Few will win. Talent subject to availability.

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.

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