



Fairytales Come to Life at Build-A-Bear Workshop

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ST. LOUIS, Apr 06, 2010 (BUSINESS WIRE) --Build-A-Bear Workshop(R), the interactive entertainment retailer of customized stuffed animals, will transform stores into enchanted palaces where Guests can experience fairytale-themed furry fun. Every Guest who visits a store will be treated like royalty and will receive a free crown. After reciting the royal promise, Guests will be ready to start a friendship adventure with new limited edition stuffed animals and dress them in high style. The enchanted fun continues at home for free when Guests bring new friends to life online at buildabearville.com(R), the company's virtual world.

"Build-A-Bear Workshop has always been a magical place for families where imagination and adventure come to life," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "Our whimsical furry friends, enchanted store experience, and online fun fairytale-themed adventure provide our Guests with endless ways to play happily ever after."

Two new charming stuffed animal friends, [Enchanted Pony](#) and [Enchanted Dragon](#) (\$20), have arrived at Build-A-Bear Workshop and buildabear.com(R) for a limited time only. These noble friends are filled with heart, destined for a friendship adventure and priced just right. Other enchanted themed accessories include:

- [Knight Costume](#) (\$14) makes the perfect add-on for any danger dodging dragon
- [Gold Light Up Cape](#) (\$10) to help your pony get adventure-ready
- [Pink Fancy Dress](#) (\$12) an outfit fit for a lil' princess
- [Gold Wings](#) (\$5) for fly-away style
- [Castle](#) (\$15) a plush palace that gives Guests hours of play with their new stuffed animals

Build-A-Bear Workshop will enhance the experience with fairytale themed store decorations. Store displays resemble castle towers and medieval banners fly proudly displaying the Build-A-Bear Workshop crest. In addition, through April 29, associates will cordially invite Guests to be knighted or crowned a princess with a free crown while supplies last. No purchase is necessary and the paper crown will also include a free virtual crown at buildabearville.com.

The fun continues at buildabearville.com. Citizens are now wandering through the enchanted cobblestone streets to search for hidden gems. New medieval and fairytale themed decorations and a brand new adventurous area of the world accessible from *Waterfall Mountain* are now available. Plus, CholeRocks(TM) will be on location giving a special edition of The Chloe Show from the new Castle. While citizens are exploring this new adventurous area, they will meet Enchanted Pony who is waiting to send them off on a

noble new quest to free a friendly Enchanted Dragon from the dungeon of the castle. They'll take a ride in a Magic Catapult that sends them off to the medieval castle. There, citizens will work together with other Build-A-Bearville(R) citizens to help free the friendly dragon and save the day.

Guests who purchase Enchanted Pony will receive the following when they register the animal at buildabearville.com:

- An exclusive virtual pony ride - a \$5 value
- 2,000 Bear Bills^(R) plus an additional 1,000 Bear Bills when Guests purchase Enchanted Pony April 5 through May 5
- Animal adventure and themed wallpaper for virtual Cub Condo^(TM)

Guests who purchase Enchanted Dragon will receive the following when they register it at buildabearville.com:

- Virtual dragon wings - a \$5 value
- 2,000 Bear Bills plus an additional 1,000 Bear Bills when Guests purchase Enchanted Pony April 5 through May 5
- Animal adventure and themed wallpaper for virtual Cub Condo

About Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. The company currently operates more than 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom, Ireland and France, and franchise stores in Europe, Asia, Australia, Africa and the Middle East. Founded in St. Louis in 1997, Build-A-Bear Workshop is the leader in interactive retail. Brands include make-your-own Major League Baseball^(R) mascot in-stadium locations, and Build-A-Dino^(R) stores. Build-A-Bear Workshop extends its in-store interactive experience online with its award winning virtual world Web site at buildabearville.com. The company was named to the 2009 and 2010 FORTUNE 100 Best Companies to Work For^(R) lists. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$394.4 million in fiscal 2009. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web site at 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^(R)** and that when referencing the process of making stuffed animals you use the word "**make**" not "**build**".

Build-A-Bear Workshop^(R) is our well-known trade name and our registered trademark of **Build-A-Bear Workshop, Inc.** **Build-A-Bear Workshop^(R)** should only be used in capital letters to refer to our products and services and should not be used as a verb.

Note: Parental permission may be required to access buildabearville.com^(R). Visit buildabearville.com for details.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6238985&lang=en>

SOURCE: Build-A-Bear Workshop

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