



Build-A-Bear Workshop(R) Offers a New Way for Guests to Feed Their Friendship

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Get em' while they're hot: build-a-bear smallfrys(TM) friends available Sept. 3

ST. LOUIS, Aug 25, 2010 (BUSINESS WIRE) -- Build-A-Bear Workshop^(R), the interactive entertainment retailer of customized stuffed animals, announced today that it is introducing a new brand of furry fun. Starting Sept. 3, *build-a-bear smallfrys(TM)* will be available at Build-A-Bear Workshop stores and buildabear.com^(R). The limited edition collection includes eight pre-stuffed animals which are smaller versions of past and present Build-A-Bear Workshop favorite furry friends. They come packaged complete with their very own "nutritional friendship information" on back. Although they are small, each *build-a-bear smallfrys* furry friend has big personality- every serving is sure to increase Build-A-Bear Workshop Guests' daily smiles.

"The *build-a-bear smallfrys* collection offers our Guests a whole new way to play and we have gotten great initial feedback from them about this new product," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "Twens like how portable they are and younger Guests love to play Mama and Baby with their regular sized stuffed animals and *build-a-bear smallfrys*."

Guests can collect all eight of these first-of-their kind, limited edition friends including:

- [Sassy Kitty](#)
- [Read Teddy](#)^(R)
- [Marble Monkey](#)
- [Endless Hugs Teddy](#)
- [Shaggy Pup](#)
- [Peace Bear](#)
- [Fabulous Frog](#)
- [Cinnamon Swirl Bunny](#)

A limited edition collection of smallfrys-sized fashions are also available at Build-A-Bear Workshop and buildabear.com including: Plaid Shirt and Tie Jean set, Hoodie and Jean set, Fuchsia Ruffle Leggings set, Pink Dot Dress, Peace Pajamas, Blue Fairy outfit and more. The furry friends will be available through Oct. 31 or while supplies last.

Big *build-a-bear smallfrys* fun is also available at buildabearville.com^(R), the company's virtual world. Each of

these furry friends comes with a code to receive free gifts at buildabearville.com. When Guests redeem their code online, they receive a virtual accessory bag themed to carry their *build-a-bear smallfrys* friend and a doll house style furniture item. When Guests click on the item, it opens up to a new smaller room, the perfect size for a *build-a-bear smallfrys* virtual furry friend.

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, the Middle East, and Mexico. 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^(R). 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^(R).

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 is our well-known trade name and our registered trademark of **Build-A-Bear Retail Management, 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6407474&lang=en>

SOURCE: Build-A-Bear Workshop, Inc.

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