



Build-A-Bear Workshop(R) Introduces Out of this World STAR WARS(TM) Products

September 21, 2010

ST. LOUIS, Sep 21, 2010 (BUSINESS WIRE) -- Build-A-Bear Workshop^(R), the interactive entertainment retailer of customized stuffed animals, announced today that it is introducing exclusive *Star Wars* products including the new [Star Wars Bear](#) (\$22), bear-sized character costumes, and a *Star Wars* theme song sound chip that can be added to any furry friend. The new merchandise launches Sept. 24 and Build-A-Bear Workshop is offering Guests who purchase any of the new *Star Wars* products, a free exclusive *Star Wars* poster Sept 24 through 26.

"These new items are musthaves for *Star Wars* fans and collectors and are designed to turn furry friends into the coolest characters to ever hit the galaxy," said Maxine Clark, founder and chief executive bear of Build-A-Bear Workshop. "Build-A-Bear Workshop is excited to celebrate the out of this world product by hosting in-store giveaways for kids of all ages."

Build-A-Bear Workshop Guests can start an out of this world friendship with the *Star Wars* Bear with navy fur and *Star Wars* logo on its paw, available while quantities last. They can personalize it with bear-sized *Star Wars* clothing and accessories. Darth Vader and Jedi Knight costumes are currently available in Build-A-Bear Workshop stores and [buildabear.com](#) ^(R). Original trilogy character costumes (\$15 each) to dress furry friends will be available starting Sept. 24 including:

- [C-3PO](#) costume that comes with detailed gold suit, soft mask, boots and gloves
- [Princess Leia](#) costume that comes with a white dress, silver belt, white boots and signature hair style wig
- [Han Solo](#) costume that comes with navy pants, white shirt, black vest, belt and plush Blaster

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).

TRADEMARKS

We would like to thank you for your interest in covering our business. As you write your story, we wouldask

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.

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SOURCE: Build-A-Bear Workshop

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