



“Holly & Hal Moose: Our Uplifting Christmas Adventure,” Airs for Second Holiday Season on ABC Family as Part of Countdown to 25 Days of Christmas Programming

November 16, 2010

SHOW TIMES: Tuesday, November 23 at 6 p.m./5c and Saturday, November 27 at 10 a.m./9c

Animated special features Holly & Hal Moose, Two Antlered Siblings Who Dream Big and Help Santa Save Christmas; Meaghan Martin/Jonathan Morgan Heit Voice Elf Characters

ST. LOUIS (November 16, 2010) – Build-A-Bear Workshop® is excited to announce that after its success in 2009, “Holly & Hal Moose™: Our Uplifting Christmas Adventure,” will air for its second holiday season on ABC Family as part of its Countdown to 25 Days of Christmas programming. The animated holiday television special debuted last year, marking the first time in the retailer’s history that its plush animals were brought to life on television. It is an extension of Build-A-Bear Workshop initiatives in entertainment.

“Holly & Hal Moose™: Our Uplifting Christmas Adventure,” a one-hour feature movie, will air nationwide on ABC Family on Tuesday, November 23 at 6 p.m./5c (with an encore presentation on Saturday, November 27 at 10 a.m./9c).

“Holly & Hal” features Meaghan Martin (“10 Things I Hate About You,” “Camp Rock”) and Jonathan Morgan Heit (“Bedtime Stories”) as the voices of Easton and Weston (respectively), two high-strung elves who monitor the North Pole Weather Center. In addition, an exclusive theme song, “When You Dream,” was created for the movie by Tena Clark, award-winning music producer, song writer and CEO/chief creative officer of DMI Music & Media Solutions.

Make-your-own Holly Moose® and Hal Moose® furry friends with light-up antlers also will be available at Build-A-Bear Workshop stores and online at www.buildabear.com beginning Nov. 19, while quantities last.

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® mascot in-stadium locations, and Build-A-Dino® stores. Build-A-Bear Workshop extends its in-store interactive experience online with its award winning virtual world Web site at www.buildabearville.com.

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 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. Note: Parental permission may be required to buildabearville.com® . Visit buildabearville.com for details.

About ABC Family

Part of the Disney-ABC Television Group, ABC Family is distributed in over 98 million homes. ABC Family features programming reflecting today's families, entertaining and connecting with adults through relevant stories about today's relationships, all told with diversity, dysfunction, passion, humor and heart. ABC Family's programming is a mix of network defining original series and original movies, quality acquired series and blockbuster theatricals. ABC Family is also the destination for annual Holiday events with "13 Nights of Halloween" and "25 Days of Christmas!" ABC Family. A New Kind of Family.

Artwork available on www.abcfamilymedianet.com

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