



Love is in the Air at Build-A-Bear Workshop

January 26, 2011

Company raises funds for The Children's Heart Foundation and offers gifts from the heart in celebration of Valentine's Day

ST. LOUIS, Jan 26, 2011 (BUSINESS WIRE) -- Build-A-Bear Workshop®, the interactive entertainment retailer of customized stuffed animals, announced today that it will continue support for The Children's Heart Foundation (CHF) throughout February and offer gifts from the heart to help Guests celebrate Valentine's Day. For the second year in a row, the company and its foundation will raise funds for CHF, which works to advance research of pediatric congenital heart defects. Guests can donate \$1 to the cause when they check out at any Build-A-Bear Workshop retail location in the United States or at buildabear.com®. In 2010, Build-A-Bear Workshop Guests raised over \$230,000 for The Children's Heart Foundation.

"Build-A-Bear Workshop is excited about all the Valentine's Day fun available in stores and online," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "We are partnering with The Children's Heart Foundation to bring health, hope, and happiness to children impacted by congenital heart defects and offering great gifts for sweethearts of all ages."

The make-your- own [Love Bug](#) and [Love Bear](#) are available for \$16 each and are the perfect Valentine's Day gifts. These furry friends can be personalized with a [Build-A-Sound](#)® message that Guests record (\$8) or the [JONAS Bros. "Love Bug" sound](#) (\$6). Sweet styles for furry friends are available including the:

- [Bee Mine Costume](#) (\$10)
- [Love Bug PJs](#) (\$10)
- [Love Bug Outfit](#) (\$12.50)
- [Heart Fairy Outfit](#) (\$12.50)

Guests receive free Sweethearts Candy with a purchase from Feb. 1 - Feb. 14 and a [free headband](#) with the purchase of a Love Bug or Love Bear while quantities last. Visit buildabear.com for more details

Throughout its 13 year history, the company has shared the hug of a teddy bear wherever needed in local communities and abroad. Build-A-Bear Workshop has given Guests a voice in supporting the causes that are important to them and through its corporate donations and foundation grant programs, has given more than \$25 million to children's health and wellness, animals, literacy and other important causes.

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 and Ireland, 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 bearville.com^(TM). The company was named to the 2009, 2010 and 2011 FORTUNE 100 Best Companies to Work For® 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.

About Children's Heart Foundation

Established by Betsy Peterson in 1996, The Children's Heart Foundation (CHF) is the country's leading organization solely committed to fund congenital heart defect research. Since 1996, CHF has funded 41 research projects with more than \$3.9 million. CHF is a national 501 C3 tax-exempt charitable organization that does not receive any government funding. The goal of the foundation is to bring health, hope and happiness to children and their families impacted by congenital heart defects, the most common birth defect in the United States. This goal is accomplished by funding the most promising research to advance the diagnosis, treatment and prevention of congenital heart defects. For more information, please visit: www.childrensheartfoundation.org.

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 Workshop, 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 access buildabearville.com®. Visit buildabearville.com for details.

SOURCE: Build-A-Bear Workshop, Inc.

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