



Build-A-Bear Workshop Introduces First Make-Your-Own Yew Yew the GREENZYS Panda

April 19, 2011

ST. LOUIS (April 19, 2011)- Build-A-Bear Workshop®, the interactive entertainment retailer of customized stuffed animals, announced today that it will offer the first make-your-own *Yew Yew the GREENZYS Panda* in stores and online at buildabear.com® beginning on April 20 for \$25. The stuffed animal, whose fur is made of soy, arrives just in time for Earth Day on April 22 and National Arbor Day on April 29. When a Guest purchases *Yew Yew the GREENZYS Panda*, a tree will be planted in their honor by the Arbor Day Foundation. Guests can visit buildabear.com/greenzys to receive a personalized digital certificate acknowledging their planted tree contribution.

“We are excited to bring *Yew Yew the GREENZYS Panda* to Build-A-Bear Workshop,” said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. “The GREENZYS character, who grows bamboo to prevent erosion and create oxygen, promotes green living and teaches eco-friendly practices to our young Guests.”

Guests who purchase *Yew Yew the GREENZYS Panda* will receive exclusive gifts to be redeemed at *Bearville.com*™, the Build-A-Bear Workshop online entertainment destination and virtual world. Guests will receive a virtual seed that grows into a heart shaped tree, along with themed wallpaper for their virtual Cub Condo®. They will also receive 2,000 Bear Bills®, the *Bearville*™ currency, and Guests who purchase *Yew Yew the GREENZYS Panda* from April 20 to May 20 will receive an additional 1,000 Bear Bills.

About GREENZYS GREENZYS is today's premiere literary based, eco-friendly children's brand, encompassing books, plush toys, animated content and an interactive website. GREENZYS founders Mark Lieber and Lisa Keyser share a deep passion for animals and the environment. Their mission is to entertain and educate children while reinforcing the importance of green living practices such as conservation of natural resources, recycling, reusing and replanting. Their hope is that children cultivate these eco-friendly practices as habits that will sustain them throughout their lives.

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 United States, 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 website at *Bearville.com*. The company was named to the FORTUNE 100 Best Companies to Work For® list for the third year in a row in 2011. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$401.5 million in fiscal 2010. For more information, call 888.560.BEAR (2327) or visit the company's award-winning website at buildabear.com. Parental permission may be required to access *Bearville.com*. Visit *Bearville.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® 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.

Contact:

Shannon Lammert
314-423-8000 ext. 5379
314-556-8841 (cell)
shannonl@buildabear.com

Jill Saunders
314-423-8000 ext. 5293
314-422-4523 (cell)
jills@buildabear.com