



BUILD-A-BEAR WORKSHOP® PARTNERS WITH NBA AND WNBA INTRODUCES BEARY COOL APPAREL FOR BEARS AND HELPS SIMON YOUTH FOUNDATION IN CHARITY BENEFIT

September 15, 2003

ST. LOUIS, SEPTEMBER 15, 2003 - Build-A-Bear Workshop® will launch a partnership with the NBA and WNBA as it introduces a line of licensed bear-size apparel beginning September 20. The assortment will include official NBA and WNBA uniforms and, in select markets, an initial assortment of WNBA team-identified tee-shirts, including the Connecticut Sun, Houston Comets, Indiana Fever, Los Angeles Sparks, New York Liberty, Seattle Storm, and Washington Mystics. The NBA and WNBA bear-sized uniforms and tees will be available to fans at all Build-A-Bear Workshop stores across the country and in Canada.

Later this year, authentic NBA jerseys will be introduced for a number of select teams including the Atlanta Hawks, Boston Celtics, Chicago Bulls, Cleveland Cavaliers, Dallas Mavericks, Houston Rockets, Los Angeles Clippers, Los Angeles Lakers, New Jersey Nets, New York Knicks, Orlando Magic, Philadelphia 76ers, Sacramento Kings and the San Antonio Spurs. The NBA jerseys will be available in select stores by team market and all jerseys will be available on the Build-A-Bear Workshop web site at www.buildabear.com.

The new merchandise is designed with authentic NBA detail and the bear-size uniforms are made of pro-style mesh including genuine logos and patches. Each uniform will also be sold with an official bear size Spalding replicating each League's official game ball. Official NBA and WNBA-identified pennants will be presented to each Guest who purchases any NBA or WNBA uniform during the launch weekend on September 20 and 21. (Canadian Guests will be given NBA pennants) Tee shirts are priced at \$6.00, NBA team jerseys are \$8.00 and NBA, WNBA uniforms are \$10.00

"Creating official league products with Build-A-Bear Workshop will be a fun and relevant way to connect with the younger fans of the NBA and WNBA and we are expecting a great response", says Robert Strand, Senior Director of Premiums and Non-Apparel Licensing, NBA.

Build-A-Bear Workshop Chief Executive Bear Maxine Clark commenting on the announcement said, "We are so pleased to be partnering with these two great organizations and we look forward to working with them to provide our Guests with this exciting branded merchandise. In addition, we are planning many special events and co-promotional activities to take place in our stores adding some great value to the experience in our stores."

To celebrate and assist a good cause, Build-A-Bear Workshop, the NBA and WNBA have joined to host a charity fundraiser and basketball clinic for kids on September 20, from 1 - 4 p.m. at The Westchester Mall, White Plains, New York. Proceeds from the event will support the work of the Simon Youth Foundation, a national organization that provides educational support and college scholarships for teens.

The three hour event will feature New York Knicks NBA player Allan Houston and New York Liberty WNBA players Nykesha Sales and K. B. Sharp. From 1 - 2 p.m. 20 kids chosen through a special drawing at Build-A-Bear Workshop will participate in a clinic hosted by Allan Houston. Following the clinic Nykesha Sales and K.B. Sharp will participate in a shoot around event. From 2 - 4 p.m. anyone may make a donation of five dollars and take five shots with Sales and Sharp. There will also be a silent auction of specially autographed

and selected NBA and WNBA memorabilia. All events are open to the public.

About Build-A-Bear Workshop

Build-A-Bear Workshop is an interactive, entertainment mall-based retailer that invites Guests of all ages to create their own customized stuffed animals. The company currently operates 142 stores in 36 states across the U.S. including a very successful e-commerce business and plans to have over 150 locations by the end of 2003, including four stores in Canada. Build-A-Bear Workshop is the innovator and leader of the make-your-own stuffed animal concept for mall-based retailing. The first store opened in Saint Louis Galleria in October 1997. For more information, call 888-560-BEAR or visit the company's award-winning web site at www.buildabear.com.

About the NBA

The NBA is one of the most popular sports properties in the licensing world with NBA league and team products in stores across the globe, on the NBA Store on NBA.com, the NBA Store on Fifth Avenue in New York City, and NBA City in Orlando. Sales of NBA merchandise have increased 51% this year versus last with NBA products like jerseys, retro jerseys, and caps becoming staples in the wardrobe of trendsetting teens and adults across the country. For more information on the NBA, visit www.nba.com.

About the WNBA

Five networks will carry the 2003 WNBA Playoffs, which tipped-off on August 28. ESPN2, NBA TV and Oxygen provided First Round coverage, while Conference Finals and Finals will be televised in their entirety on ABC, ESPN2 and Oxygen. For the 14 teams in the WNBA, total attendance increased over last year, with 2,101,653 fans attending games this season. For more information, go to www.wnba.com.

About Simon Youth Foundation

The Simon Youth Foundation fosters and improves educational opportunities, career development, and life skills for at-risk youth through focused programs and initiatives. To achieve its mission of positively impacting the lives of today's youth, the Foundation has developed two major initiatives: Education Resource Centers and Scholarship Programs. The Simon Youth Foundation, a 501(c)(3) not-for-profit organization, was established in August of 1998.

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