



BUILD-A-BEAR workshop® and the New York METS Play Ball at SHEA STADIUM; And HOST children from Memorial Sloan-Kettering at special baseball clinic

July 24, 2003

ST. LOUIS, MISSOURI, JULY 24, 2003 - Build-A-Bear Workshop® is joining the New York Mets on August 2nd to create a special day for fans celebrating teddy bears and baseball. Teddy bears made exclusively for the New York Mets will be given away to the first 12,000 children age twelve and under who attend the 1:20pm game between the New York Mets and the St. Louis Cardinals. The collectible "Shea Bear" is a 14" teddy bear featuring an exclusive New York Mets baseball shirt, cap and name tag and will only be available at the August 2nd game. In addition, each "Shea Bear" will go home in its own Build-A-Bear Workshop Cub Condo carrying case.

Also on August 2nd, Build-A-Bear Workshop and the New York Mets will be hosting a baseball clinic with Mets players and coaches for children and their families from Memorial Sloan-Kettering Cancer Center. The clinic will be held from 9-10am on game day as a part of the Build-A-Bear Workshop Nikki's Bear program, a national corporate initiative developed by Build-A-Bear Workshop and the Build-A-Bear Workshop Foundation. The purpose of the Nikki's Bear program is to raise money and awareness for pediatric cancer. A focus of the day will be a giant 8' replica of Nikki's Bear which will be a part of the pre-game ceremony and clinic.

A 14" plush version of this bear was introduced in all Build-A-Bear Workshop stores in January this year with a portion of each sale going to fund support efforts for families of children with cancer. Representatives from Memorial Sloan -Kettering will be on hand for the pre-game on field ceremony with Build-A-Bear Workshop.

.Build-A-Bear Workshop Founder and Chief Executive Bear Maxine Clark commented, "We are thrilled to be partnering with the New York Mets. Teddy bears are known for their hugs and we are happy that "Shea Bear" will be giving and getting a lot of hugs on game day. We are also honored to be sharing the day with our friends from Memorial Sloan-Kettering Cancer Center and with this participation we want to bring greater awareness to the cause of children's cancer. The New York Mets organization is a wonderful community partner and we are pleased to be working with them this year and hope this will be one of many collaborations in the future."

"We are pleased to join with Build-A-Bear Workshop and applaud their efforts to raise awareness for research and treatment of pediatric cancer. We thank the Mets for their support of this wonderful program and are grateful for everyone working to achieve the goal of curing all children diagnosed with cancer", said Nina Pickett, Administrator of Pediatrics at Memorial Sloan-Kettering Cancer Center.

Dave Howard, the Mets Executive Vice President of Business Operations, in commenting on the partnership said, "We are similarly thrilled to be working with Build-A-Bear Workshop this season," said "Tom Glavine and Mike Stanton kicked off this great partnership with their in-store appearances back on June 7th. The

young Mets fans who come out to Shea on August 2nd will receive an extraordinarily special gift. We look forward to working with the Build-A-Bear Workshop on additional exciting projects in the future."

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 through an exciting bear-making experience. Build-A-Bear Workshop is the innovator and leader of the make-your-own-stuffed-animal concept for mall-base retailing and currently operates 130 stores in 36 states, and a very successful e-commerce business. There will be more than 150 locations in the USA by the end of 2003, with four stores opening in Canada this year, representing the first Build-A-Bear Workshop stores to open in the global marketplace. For more information, call (888) 560-BEAR (2327) or visit the company's award-winning web site at www.buildabear.com.

About Nikki's Bear

The Nikki's Bear program was created in honor of 15 year old Nikki Giampolo who lost her life to cancer. Nikki loved life, children and teddy bears and Build-A-Bear Workshop developed Nikki's Bear in response to her families wish to share her story of courage and hope with others. Nikki's Bear can be found in all Build-A-Bear Workshop stores and more information on the Nikki's Bear program can be found on the website at www.buildabear.com .

About Memorial Sloan-Kettering Cancer Center

Memorial Sloan-Kettering Cancer Center is the world's oldest and largest institution devoted to prevention, patient care, research and education in cancer. Their scientists and clinicians generate innovative approaches to better understand, diagnose and treat cancer and their specialists are leaders in biomedical research and in translating the latest research to advance the standard of cancer care worldwide. For more information, go to www.mskcc.org