BUILD-A-BEAR WORKSHOP® Opens at Rockefeller Center for the holiday season

November 18, 2004

ST. LOUIS, MO (November 18, 2004) — Build-A-Bear Workshop, Where Best Friends Are Made® (NYSE: BBW), is opening a holiday store at Rockefeller Center on Monday, November 22. The leader of make-your-own stuffed animals will celebrate the season with stuffed animals and products for all gifting needs and will offer a complete assortment of stuffed animals, fashions and accessories usually found in its 170 stores across the country. The seasonal Build-A-Bear Workshop store will be located directly across from the Rockefeller Center Ice Rink, and will offer New Yorkers, and holiday visitors, the chance to discover the fun of making their own stuffed animal. The store is scheduled to be open during the holiday season and into early next year. The company is currently planning the opening of its Flagship 5th Avenue store for the summer of 2005.

While Build-A-Bear Workshop is a great place for gift giving throughout the year, it becomes an extra special place for personalized gifts with very special merchandise during the holiday season. To help celebrate the 40th anniversary of Rudolph the Red-Nosed Reindeer®, Guests will be able to make their very own Beary Limited™ edition, commemorative Rudolph, complete with a red nose that lights up. Adding to the fun are Rudolph friends, Bumble the Abominable Snowmonster™, Hermey the ElfTM, and Yukon Cornelius™. All three will be available at Build-A-Bear Workshop stores for just $15 for the set or $7 each.

Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop is very excited to open the store in Manhattan for the Holiday season. “The holidays are a great time for gift giving and we are thrilled to be able to reach more of our friends in Manhattan during the holiday season,” said Clark. “Our gifts are special and fun for each person on your list with fashions for all occasions, accessories, record your own Build-A-Sound® message, pre-recorded sounds and more.”

Build-A-Bear Workshop® is based on the premise that nearly everyone, regardless of age, has a special fondness for stuffed animals. At Build-A-Bear Workshop, visitors, or Guests, create their own stuffed animals as they “choose, stuff, stitch, fluff, name and dress” their way through a series of bear-making stations. A variety of inventive bear merchandise is also available, including hundreds of coordinating outfits and accessories for all beary special occasion.

Build-A-Bear Workshop

Build-A-Bear Workshop (NYSE: BBW) 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 process. Build-A-Bear Workshop is listed on the New York Stock Exchange and is headquartered in St. Louis, Missouri. The company now operates over 170 locations in the USA with five stores in Canada. Build-A-Bear Workshop opened its first international store in Sheffield, England in the fall of 2003, added additional international stores in Japan, Korea, Denmark and Australia in 2004 and plans to open its first store in Taiwan in 2005 making it the global leader in the teddy bear business. Based on a survey compiled by Shopping Centers Today, a publication of the International Council of Shopping Centers (ICSC), Build-A-Bear Workshop was one of six retailers chosen and presented with the ICSC “2004 Hot Retailer Award”. For more information on the company and its products call (877) 789-BEAR (2327) or visit the company's award-winning web site at www.buildabear.com.

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