



BUILD-A-BEAR WORKSHOP® Opening in Honolulu, Hawaii at

October 10, 2004

Guests invited to Operation Stuffed with Hugs to make a free bear for children of military families.

ST. LOUIS, MO (October 10, 2004) - Build-A-Bear Workshop, Where Best Friends Are Made®, is opening a new location in Honolulu, Hawaii at Ala Moana Center on Friday, November 5. After opening the premier store in St. Louis, MO in 1997 and then in cities throughout the United States over the last seven years, Build-A-Bear Workshop is bringing its unique entertainment retail concept to its first location in Honolulu. There are many exciting activities planned around the grand opening, which include a charity sneak peek party, an oversized check presentation to two charities, and Miss Hawaii USA and Miss Hawaii Teen USA appearances.

Build-A-Bear Workshop is committed to helping both children and families and does this through several cause-related initiatives. The Nikki's Bear program was launched in 2003 as a way for Build-A-Bear Workshop and its Guests to support children's health and wellness. As part of the Nikki's Bear program, throughout the month of November, a portion of the proceeds from the sale of Nikki's Bear II, 2nd in a series, will be donated to the Juvenile Diabetes Research Foundation (JDRF). In addition, Guests can purchase special purple satin hearts in all Build-A-Workshop stores and on the company's website for \$1. The money raised from the hearts will go directly to the JDRF.

As an added way to reach out to the organization, Build-A-Bear Workshop has invited the Hawaii JDRF chapter to be a part of their grand opening. Build-A-Bear Workshop® will host a sneak peek party for 25 children from Juvenile Diabetes Research Foundation in addition to 25 children from Hawaii Children's Cancer Foundation on Thursday, November 4 from 4-6 p.m. Each child will receive a tiny tee for their bear as well as a Bear Bucks\$® gift card which they can use towards the purchase of their stuffed animal.

In addition, Build-A-Bear Workshop has many exciting events planned for the Grand Opening on Friday, November 5. At 9:30 a.m., Miss Hawaii USA, Jennifer Fairbank, and Miss Hawaii Teen USA, Sonya Balmores, will cut the ribbon, officially opening the new store. They also will be signing photographs and meeting Guests from 9:30-11:30 a.m. In addition, as part of its ongoing support of children's health and wellness initiatives, Build-A-Bear Workshop will make a donation to both Juvenile Diabetes Research Foundation and Hawaii Children's Cancer Foundation.

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, Guests choose, stuff, stitch, fluff, name and dress their very own stuffed animals. Hundreds of coordinating outfits and accessories are also available to further personalize new furry friends.

Maxine Clark, Founder and Chief Executive Bear is looking forward to opening at Ala Moana Center. She notes, "Our plan is always to open in the premier malls across the country, and we will continue this

approach as we open in Honolulu. One of the reasons that this mall is in the category of premier U.S. malls is the work of its development company, General Growth," says Clark. "We have Guests from Honolulu who have visited our other Build-A-Bear Workshop stores ask us when we will be opening in their community. Now we will be able to reach even more of our friends in Hawaii and we are thrilled to be here."

As part of the grand opening celebration at Ala Moana Center, Build-A-Bear Workshop invites Guests to visit the store on Saturday, November 20 to participate in Stuffed with Hugs™ and make a bear for free. Four hundred bears will be donated to the USO for distribution to children of military families. By participating in this year's program dubbed Operation Stuffed with Hugs, Guests from age 3 to 103 will give the hug of a teddy bear to children of military families.

Friends 2B Made™

Friends 2B Made is the newest concept launch from Build-A-Bear Workshop, the entertainment mall-based retail leader. The new doll product line offers Guests not only the chance to create their very own fashionable friends but also gives them the opportunity to discover a special personality for their very own doll! Throughout this interactive process, Guests have the opportunity to create an emotional bond with their doll and have fun choosing from hip fashions and accessories. With sparkly eyes, manicured toes, super hair and most importantly a friendship to last a lifetime, these dolls are the most wonderful friends a girl could ever wish for! Each outfit comes with 2 free charms, one for the doll and one for her best friend, enhancing their collectibility and stylish fun! With this new line of products, the brand continues to offer the highest quality merchandise, marketing and customer service that the Build-A-Bear Workshop® brand established in 1997. The merchandise is also value priced with dolls at \$12, accessories \$2 and complete outfits for \$8.

Community Partners

In 2004, a major focus of the company is its continued commitment to causes that support children and animals. A number of animals in the Build-A-Bear Workshop line provide Guests the opportunity to support these causes by having a portion of the proceeds of their purchase donated. In addition to the cause-related animals, Build-A-Bear Workshop launched the Huggable Heroes™ program to recognize and honor young heroes that have impacted their own neighborhoods, schools and communities by giving of themselves to others. Build-A-Bear Workshop searched for young people between the ages of 8-18 who made a difference in the areas of children's health and wellness, literacy and education, helping pets, the protection of endangered animals and their habitat or any other cause. Fifteen Huggable Heroes were selected and will be featured in the 2005 Huggable Heroes Calendar and will receive special recognition during the year. More information is available at all Build-A-Bear Workshop stores and online at <http://huggableheroes.buildabear.com>.

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 process. The first store opened in St. Louis, Missouri, in 1997, and the company now operates over 170 locations in the USA with four 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 stores in France and 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.