



## **Build-A-Bear Workshop is on the Move; New Build-A-Bear Workshop on Tour; Mobile Store Premiers at Super Bowl XXXIX**

January 21, 2005

ST. LOUIS--(BUSINESS WIRE)--Jan. 21, 2005--Teddy bears will ride in style as Build-A-Bear Workshop(R) (NYSE: BBW) puts their store experience on wheels to bring it to you! The award winning make-your-own stuffed animal retailer brings Build-A-Bear Workshop On Tour to sporting and entertainment venues throughout the country, with the official premier at the Super Bowl.

"We have seen our Guests, from 3 to 103, join in the excitement and spirit of making their new furry friends at our mall-based stores. We love being a part of their creation of lasting memories," said Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop. "Build-A-Bear Workshop On Tour allows us to be in more places where families have fun. We look forward to creating smiles and sharing bear hugs throughout the year with the tour."

While the tour crosses the country, Guests are able to create a special memory with their family and friends as they make their new stuffed animal. They are able to express the true personality of their new furry friend by choosing from several animal choices, including Bearemy(R), Build-A-Bear Workshop mascot. Guests will also have a variety of clothing and accessories choices, including official licensed sporting gear specific to events. Similar to the bear-making process in mall-based stores, Guests will walk through the stations of Choose Me, Hear Me, Stuff Me and Heart Stuff, Stitch Me, Fluff Me, Name Me, Dress Me, Take Me Home, all while at their event of choice!

From January 29-30 and February 3-6, Build-A-Bear Workshop(R) On Tour will be appearing at the America Online Presents the NFL Experience at Super Bowl XXXIX, located at JEA Park in Jacksonville, FL. At this event, Guests will be able to purchase specially licensed bear-size Super Bowl attire, including sweatshirts, ringer tees, NFC Champion tiny tees and AFC Champion tiny tees, in addition to other bear-sized clothing and accessories.

**Build-A-Bear Workshop On Tour Hours at the America Online Presents the NFL Experience :**

Saturday, January 29, 2005:  
10a.m. -10p.m.

Sunday, January 30, 2005:  
11a.m. - 8p.m.

Thursday, February 3, 2005:  
3p.m. - 10p.m.

Friday, February 4, 2005:  
3p.m. - 10p.m.

Saturday, February 5, 2005:  
10a.m. - 10p.m.

Sunday, February 6, 2005:  
10a.m. - 4p.m.

About Build-A-Bear Workshop:

Build-A-Bear Workshop, with fiscal 2004 net retail sales of \$300.5 million, 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 in 1997 and as of January 21, 2005, the company operated 170 stores in 40 states and Canada. With the opening of its first international store in Sheffield, England in the fall of 2003, the addition of international stores in four more countries in 2004, and another store opening in Taiwan in 2005, Build-A-Bear Workshop has become the global leader in the teddy bear business. In November 2004, the company also opened two friends 2B made stores, the newest concept launch from Build-A-Bear Workshop. For more information about the company and its products call (888) 560-BEAR (2327) or visit the company's award-winning website at [www.buildabear.com](http://www.buildabear.com).

MULTIMEDIA AVAILABLE:

<http://www.businesswire.com/cgi-bin/mmg.cgi?eid=4804745>

CONTACT: Build-A-Bear Workshop, St. Louis

Carrie Stindel, 314-423-8000, ext. 5427

cell: 314-303-6996

[carries@buildabear.com](mailto:carries@buildabear.com)

or

Jennifer Mansell, 314-423-8000, ext. 5402

cell: 414-801-1146

[jenniferm@buildabear.com](mailto:jenniferm@buildabear.com)

SOURCE: Build-A-Bear Workshop