



**Build-A-Bear Workshop(R) and the National Football League Announce New Partnership;
Officially Licensed Bear-Sized NFL Merchandise Available in ALL Build-A-Bear Workshop
Stores in the U.S.**

August 1, 2005

ST. LOUIS, Aug 01, 2005 (BUSINESS WIRE) -- Build-A-Bear Workshop(R) and the National Football League (NFL) are introducing a line of officially licensed NFL merchandise for stuffed animals. On August 4, the authentic clothing will roll out in all Build-A-Bear Workshop stores in the United States and on the web at www.buildabear.com.

The new line will feature authentic bear-sized NFL uniforms and sweatshirts for all NFL teams. The new merchandise is designed with authentic detail; the bear-sized uniforms and sweatshirts include the genuine logos and patches featured on each team's uniform. The uniforms are \$15 and sweatshirts are available for \$8. Each Build-A-Bear Workshop store in the U.S. will carry merchandise for teams in their area.

Build-A-Bear Workshop has existing partnerships with other professional sports leagues including Major League Baseball(R), National Basketball Association teams, and the National Hockey League. By expanding the company's sports partnerships to include the NFL, Build-A-Bear Workshop has the opportunity to reach out to even more sports fans across the country! "We are thrilled to be a partner with the National Football League and to launch this new product line for our stuffed animals," said Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop(R). We have many Guests who have purchased our other officially licensed sports merchandise and have requested that we offer NFL uniforms as well. Through the partnership with the NFL, we will be able to reach out to more Guests and provide them a fun and interactive way to show their love for the game!"

In celebration of the official NFL Kickoff Weekend, from September 8-12, Guests can visit any Build-A-Bear Workshop store in the U.S. and enter for a chance to win four tickets to the NFL Pro Bowl in Hawaii and a \$100 Build-A-Bear Workshop Bear Buck\$(R) gift card. In addition, Guests that purchase a NFL uniform on this weekend will receive a free officially licensed NFL keychain. See store for details. Certain restrictions apply.

"We are pleased that our fans will now be able to have their favorite NFL teams' uniform available on the popular Build-A-Bear Workshop stuffed animals," said Leo Kane, NFL Senior Director of Consumer Products.

In February 2005, Build-A-Bear Workshop On Tour, the company's mobile store, appeared at the America Online Presents the NFL Experience at Super Bowl XXXIX. At this event, Guests were able to purchase specially licensed bear-sized 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.

About Build-A-Bear Workshop

Build-A-Bear Workshop, Inc. (NYSE: BBW), with fiscal 2004 total revenue of \$302 million, is the only national company that offers Guests an interactive make-your-own- stuffed animal retail-entertainment experience. The first store opened in St. Louis in 1997; the company currently operates over 190 stores in the United States and Canada. With the opening of its store in Sheffield, England, in the fall of 2003 and the addition of international stores in Japan, Denmark, Australia, South Korea and France, Build-A-Bear Workshop has become the global leader in the teddy bear business. In November 2004, the company opened two friends 2B made(R) stores, the newest concept based on the doll-making experience. For more information about the company and its products, call 888.560.BEAR (2327) or visit the company's award-winning web site at www.buildabear.com

TRADEMARKS

We would like to thank you for your interest in covering our business. As you write your story we ask that you use our full Name: Build-A-Bear Workshop(R) and that when referencing the process of making stuffed animals you use the word "make" not "build".

Build-A-Bear Workshop(R) is our well-known trade name and our registered trademark of Build-A-Bear Workshop, Inc. Build-A-Bear Workshop(R) should only be used in capital letters to refer to our products and services and should not be used as a verb.

SOURCE: Build-A-Bear Workshop, Inc.

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