friends 2B made®, the Newest Concept from Build-A-Bear Workshop® Introduces a New Doll Product Line for Guests

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friends 2B made offers Guests stuffable, dressable, loveable dolls®!

St. Louis, MO (October 13, 2005) friends 2B made®, the newest concept from Build-A-Bear Workshop® (NYSE:BBW) which is based on the doll-making experience, is launching a new doll product line called friends 2B made sweethearts™. friends 2B made sweethearts are the perfect addition to the already hip fashionable dolls the company offers its Guests. These 17-inch dolls are very huggable and loving, making perfect playmates for young girls. The new product line will be available in all five friends 2B made stores and online at www.friends2Bmade.com starting October 14, which is just in time for Sweetest Day Weekend! The company opened the first friends 2B made store in November 2004 at The Mall at Robinson in Pittsburgh, PA and since then has opened friends 2B made stores in Columbus, Ohio, New York City, Minneapolis, and most recently in St. Louis.

In addition to the fourteen dolls currently available at friends 2B made stores, Guests will now have the opportunity to choose from eight friends 2B made sweethearts dolls, for $16. friends 2B made sweethearts dolls outfits range from $8 -$12 or Guests can choose from a variety of clothing separates which are available for $5 -$8. These dolls come with a variety of skin tones, eye and hair colors so there is something for everyone! In addition, each friends 2B made sweethearts doll has heart-shaped pupils, which conveys their loving personalities!

Guests who purchase a friends 2B made sweethearts doll personalize their new doll friend by going through the same doll-making stations they are accustomed to as they choose their doll, participate in the heart ceremony, add personality by choosing from a variety of character traits and then dress their doll in the latest adorable fashions!

“We are very excited to offer our Guests this new doll product line. friends 2B made® is all about friendship and we are thrilled to be able to offer Guests two product lines to choose from,” said Maxine Clark, Founder and Chief Executive Bear.

As part of the product launch and in conjunction with Sweetest Day, on October 14-16, Guests who purchase one of the new friends 2B made sweethearts dolls from any friends 2B made store will receive a free friends 4ever sticky note pad while quantities last.

friends 2B made is the newest concept launch from Build-A-Bear Workshop®, the entertainment mall-based retail leader. friends 2B made 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, super hair and most importantly a friendship to last a lifetime, these dolls are the most wonderful friends a girl could ever wish for! With this new line of totally cuddly products, the brand continues to offer the highest quality merchandise, marketing and Guest service that the Build-A-Bear Workshop brand established in 1997. friends 2B made won the Chain Store Age 2004 Retail Store of the Year Design Competition-First Prize: Exterior-In-Line Store Category.

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 200 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, France and Taiwan Build-A-Bear Workshop has become the global leader in the teddy bear business. In November 2004, the company opened its first friends 2B made® store, the newest concept based on the doll-making experience and currently operates five stores. For more information about the company and its products, call 888.560.BEAR (2327) or visit the company's award-winning Web sites at www.buildabear.com and www.friends2Bmade.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® and that when referencing the process of making stuffed animals you use the word “make” not “build”.

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

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