



Build-A-Bear Workshop Travels America- Build-A-Bear Workshop On Tour Mobile Store Kicks Off Second Year of Travel at Super Bowl

January 31, 2006

ST. LOUIS (Jan. 31, 2006) — Build-A-Bear Workshop® puts its store experience on wheels to travel across the country, sharing teddy bear hugs with millions. In 2005, Build-A-Bear Workshop On Tour traveled across the country visiting a variety of sporting and entertainment venues and will continue touring America in 2006. The bright yellow, teddy bear themed 53 foot tractor trailer has traveled the mileage equivalent to over 178 million teddy bears in length. Build-A-Bear Workshop On Tour will kick off its second year at America Online Presents the NFL Experience at Super Bowl XL.

“Build-A-Bear Workshop On Tour brings the bear making experience to places families go to have fun,” said Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop. “We had a paw-sitive first year and look forward to sharing even more teddy bear hugs and smiles through our travels in 2006.”

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. Guests choose from several stuffed animals, including Traveling Teddy® On Tour, a bear only offered at Build-A-Bear Workshop On Tour. Traveling Teddy® On Tour has the image of the bright yellow bear-covered store on his paw to make him the perfect keepsake from an event visit. Guests have a variety of clothing and accessory choices, including officially licensed sporting gear specific to event locations. Similar to the bear-making process in mall-based stores, Guests will have furry fun making a stuffed animal while at their favorite family events.

As part of its ongoing commitment helping children and families, Build-A-Bear Workshop® will be donating 120 bears to the NFL Youth Education Town in Detroit, one of thirteen youth facilities around the country funded by the NFL and local community partners, that serves as a lasting legacy from the game to enhance the lives of underserved youth in Super Bowl host cities.

From February 1 through 5, Build-A-Bear Workshop On Tour will be appearing at America Online Presents the NFL Experience at Super Bowl XL, located inside the Cobo Center in Detroit, Mich. At this event, Guests can dress their new furry friend in specialty bear-sized officially licensed Super Bowl merchandise including sweatshirts, tees, hats and duffle bags, NFC Champion Tiny Tees® shirts and AFC Champion Tiny Tees® as well as from the officially licensed bear-sized NFL uniforms and Tiny Tees®.

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

Wednesday, February 1, 2006:

4 p.m. -10 p.m.

Thursday, February 2, 2006:

3 p.m. – 10 p.m.

Friday, February 3, 2006:

3 p.m. – 10 p.m.

Saturday, February 4, 2006:

10 a.m. – 10 p.m.

Sunday, February 5, 2006:

10 a.m. – 4 p.m.

About Build-A-Bear Workshop:

Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own-stuffed animal retail-entertainment experience. Founded in St. Louis in 1997, the company currently operates more than 200 stores in the United States and Canada. The addition of stores in Europe, Asia and Australia make Build-A-Bear Workshop the leader in the teddy bear business. In November 2004, the company expanded the make-your-own concept from stuffed animals to dolls with the opening of its first friends 2B made® stores, which feature doll making. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$302 million in fiscal 2004. For more information, 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 would like to 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. All NFL-related trademarks are trademarks of the National Football League.

Katy Lachky

314.423.8000 Ext. 5379

314.283.3122 cell

katyl@buildabear.com

Matt Pohl

314.423.8000 Ext. 5484

916.662.5542 cell

mattp@buildabear.com