



## **Build-A-Dino™ by Build A Bear Workshop® Opens in Kansas City**

July 18, 2006

*New Digs Located inside T-REX Cafe™*

ST. LOUIS (July 18, 2006) – Build-A-Bear Workshop® is pleased to announce the opening of the first-ever Build-A-Dino™, Where Best Friendosaurs Are Made™, on July 25, 2006. Build-A-Dino will open inside the first-ever T-REX Cafe™: A Prehistoric Family Adventure™, A Place to Eat, Shop, Explore, and Discover™ The Legends, a mall located in the Village West district of Kansas City, Kan. Schussler Creative, Inc. and Landry's Restaurants, Inc. have licensed the Build-A-Dino concept from Build-A-Bear Workshop; T-REX Cafe will be operated by Landry's Restaurants Inc.

"We look forward to launching the Build-A-Dino brand with Landry's T-REX Cafe restaurants, the Web and expanding the concept in future locations," said Maxine Clark, Build-A-Bear Workshop Founder and Chief Executive Bear. "Our strategy is to bring the experience of making stuffed animal friends to where families go to have fun; we feel T-REX Cafe restaurants exemplify this strategy. We have enjoyed the creation of this concept and working with Schussler Creative and Landry's Restaurants. It has been a great partnership."

"T-REX will attract visitors of all ages with its mix of great food and unique entertainment," said Tilman Fertitta, Landry's President, Chairman and CEO. "This is just the first of many locations that we will open in the U.S. and internationally."

Build-A-Dino will initially offer eight dinos to make, from T-Rex to Pachycephalosaur, ranging in price from \$15 to \$20. Clothing and accessories are \$2 to \$12. Each dino comes with its own unique hangtag with facts about its species. Guests stuff their dino friendosaurs and add a heart - a Build-A-Bear Workshop trademark - filled with their dinomite wishes. Guests also have the opportunity to gear up their friendosaur with rockin' outfits and accessories.

Exclusive outfits and accessories for the prehistoric friends include: Cave Girls Rock tee, I Dig Dinosaurs PJ's, an Archeologist outfit and accessory kit, a Best Friendosaurs tank, a Super dino outfit, dino do wigs, and each ensemble can be completed with shoes from the Fossil Feet™ shoe collection.

Guests can make a personalized birth certificate and also enter their new dino in the Find-A-Friendosaur™ system, which hopefully helps lost dinos find their way home. All dinos also go home in their own Dino Den™ carrying case and receive their own Lifetime Claw Pass™ so they can return with their owner to shop or just to visit.

"It is an honor to announce our Build-a-Dino™ partnership with Maxine Clark and Build-A-Bear Workshop®. We have never met a company with more passion, spirit and attention to detail," said Steven Schussler, CEO and Chairman of Schussler Creative, Inc., "Maxine's vision and brand-building expertise will provide T-Rex with a retail arena unlike any in the world and we are excited to announce the launch of this new brand."

The Build-A-Dino digs on the Web will launch in conjunction with the store opening on July 25. Guests can visit [www.buildadino.com](http://www.buildadino.com) to shop, get party information and restaurant hours, and play free games.

“Kansas City has a special place in Build-A-Bear Workshop history, as we opened our second location here in 1998,” said Maxine Clark, Build-A-Bear Workshop Founder and Chief Executive Bear. “Now eight years later, it will become home to our first-ever Build-A-Dino store.”

### **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 240 stores in the United States, Canada and the United Kingdom. The addition of franchise stores in Europe, Asia and Australia make Build-A-Bear Workshop the leader in interactive retail. 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, where Guests can make their own doll friends. In April 2006, Build-A-Bear Workshop acquired The Bear Factory, a U.K.-based stuffed animal retailer, and Amsbra, Ltd., the company's franchisee in the U.K., adding company-owned stores in the United Kingdom and Ireland. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$362 million in fiscal 2005. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web sites at [www.buildabear.com](http://www.buildabear.com) and [www.friends2Bmade.com](http://www.friends2Bmade.com).

### **About Landry's Restaurants, Inc.**

Landry's Restaurants, Inc., is one of the nation's largest and fastest growing casual-dining and entertainment companies. Publicly traded on the New York Stock Exchange, Landry's owns and operates more than 300 properties, including Landry's Seafood House, Joe's Crab Shack, The Crab House, Rainforest Cafe, Charley's Crab, Willie G's Seafood & Steak House, The Chart House and Saltgrass Steak House. Landry's also owns several icon developments, including Downtown Aquarium complexes in Houston and Denver, Kemah Boardwalk, a magnificent 40-acre, family-oriented themed entertainment destination and the Golden Nugget hotel-casino properties in Las Vegas and Laughlin, Nevada. The Company employs over 38,000 workers in 36 states.

### **About T-REX Cafe**

T-REX Cafe is a unique dining and retail concept that recreates prehistoric environments in which dinosaurs existed, while offering a widely varied menu of classic favorites. Visitors to T-REX Cafe are greeted with life-sized animatronic figures of the fearsome Tyrannosaurus Rex, experiencing the world of the dinosaurs brought back to life through bubbling geysers, cascading waterfalls, ice caves, fossil dig sites and much more, including the Kitchen of Fire™. The T-REX Cafe concept was created by Schussler Creative, Inc., specialists in the creation and consultation of restaurant and entertainment venues worldwide. T-REX Cafe is located at The Legends mall in Kansas City, Kansas, with additional openings scheduled in 2008 at Downtown Disney World and other locations.

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