



Build-A-Bear Workshop(R) Find-A-Bear ID(R) Program Helps Reunite Guests with Their Furry Friends

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ST. LOUIS, Sep 26, 2006 (BUSINESS WIRE) -- Build-A-Bear Workshop(R) reunites approximately 400 lost stuffed animals each year with their owners through the Find-A-Bear ID(R) program. This innovative program is the only one in the world that brings lost furry friends back into the cuddly arms of their owners. The inspiration for this program originates with Build-A-Bear Workshop Founder and Chief Executive Bear, Maxine Clark, who lost her bear, "Teddy," when she was only 10. Though she has yet to find him, her beary special program has helped other children and their best friends find each other.

"My beagle, Buffy, got lost in a hotel during a trip in California," commented Build-A-Bear Workshop Guest, Samantha Lawson. "I was shocked and so excited when he showed up at my home. Buffy is a great friend because he hugs me when I'm sad and makes me feel better. I can tell him my secrets and he can always make me smile."

During the bear making process, Guests add stuffing, a heart filled with wishes, and also a beary special barcode. Before taking their stuffed animal home, Guests have the opportunity at the Name Me(TM) station to give their new furry friend a name and register it into the Find-A-Bear ID program using its unique barcode. If a stuffed animal is lost and returned to Build-A-Bear Workshop, its barcode can be scanned and hopefully reunited with the owner.

"My daughter, Melissa, lost her bear "Kimmie" while attending sleep away camp. It was her first bear from Build-A-Bear Workshop and I immediately called the camp to find out if anyone had turned her into lost and found," explained Melissa's Mom, Cindy Fontaine. "When she arrived at our home two months later, I was astonished. My daughter was so excited and amazed that Kimmie was returned."

Build-A-Bear Workshop(R) associate Robin Kopecky has returned hundreds of missing stuffed animals. "When a lost stuffed animal is returned to Build-A-Bear Workshop, we do all we can to reunite it with its owner. Each furry friend we are able to return goes home with a new Tiny Tee that says 'beary happy to be home' and a special interactive, fun booklet that serves as a souvenir of the stuffed animal's travel. There is a special bond between a child and their teddy bear and it is very rewarding to reunite a stuffed animal with a child who thought they had lost it forever."

Build-A-Bear Workshop is also working with Embassy Suites Hotels(R), the official hotel partner of the Find-A-Bear ID(R) program. This partnership expands the benefit of the Find-A-Bear ID program, as a stuffed animal found and returned to an Embassy Suites Hotel will be sent to Build-A-Bear Workshop in hopes of returning it to its owner.

"Children often travel with their stuffed animals and sometimes they become separated. The Embassy Suites

brand's participation in our Find-A-Bear ID program will help us bring together more kids and their lost furry friends," added Maxine Clark.

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 255 stores in the United States, Canada, the United Kingdom and Ireland. 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(R) stores, where Guests can make their own doll friends. In April 2006, Build-A-Bear Workshop acquired The Bear Factory Limited and Amsbra, Ltd. 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 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 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.

Build-A-Bear Workshop Inc., St. Louis
Shawn Bertani, 314-423-8000 Ext. 5293
or 314-452-6391 (cell)
shawnb@buildabear.com

or
Katy Lachky, 314-423-8000 Ext. 5402
or 314-283-3122 (cell)
katyl@buildabear.com