



Build-A-Bear Workshop® Cele-bear-ates 10th Birthday With the Making of Its 50 Millionth Furry Friend

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Milestone is reached near halfway mark of Year of Friendship focusing on literacy, the environment and helping disadvantaged children

ST. LOUIS (July 12, 2007) - Build-A-Bear Workshop® reached a major milestone with the making of its 50 millionth furry friend. Kim Nguyen was celebrating her daughter's birthday at the Build-A-Bear Workshop store located at Danbury Fair Mall in Connecticut when she discovered that her Pink Cuddles Teddy, which she dressed in the Rose Fairy outfit, was the 50 millionth furry friend.

"We were so excited...we've never won anything," exclaimed Ms. Nguyen. "My daughter was having a great time with her friends celebrating her birthday, when we were delighted to hear our bear was the 50 millionth one—making it even more special."

The big moment arrived nearly halfway through The Year of Friendship, year-long activities cele-bear-ating the 10th birthday of Build-A-Bear Workshop.

Every Friend Is Special

Maxine Clark, Build-A-Bear Workshop founder and chief executive bear, noted that the making of the 50 millionth furry friend is a significant benchmark for a growing company. "Each furry friend was made one at a time and is special to each one of our Guests. We have been a part of so much love and so many memories," Clark said.

Ms. Nguyen and her party Guests will receive a 2007 Year of Friendship goody bag and Bear Buck\$® gift card valued at \$50 to mark the occasion. The 50 millionth furry friend will be mentioned on www.buildabear.com.

The first furry friend was made in October 1997 in the Saint Louis Galleria where Maxine Clark, introduced a new retailing concept. Teddy bears have long been great friends for kids from 3 to 103. But Build-A-Bear Workshop is the best place where you can experience making your own stuffed animal and participate in a special heart ceremony to bring your new friend to life. The idea captured the hearts of consumers both young and young at heart. Build-A-Bear Workshop now operates over 275 stores in the United States, Canada, United Kingdom and Ireland, with franchise stores in Europe, Asia, Africa and Australia.

That love can now be measured. If you were to take one of the store's 16-inch bears and lay 50 million of them end to end, they would reach from the North Pole to the South Pole. They would also cover the distance between New York and Los Angeles more than five times.

Year of Friendship

Build-A-Bear Workshop Guests made a significant percentage of the 50 million furry friends on behalf of charitable initiatives that benefit causes such as: children's health and wellness, literacy and domestic pet programs. The company is marking its tenth birthday and the "Year of Friendship" by focusing on charitable giving, building playgrounds in 10 neighborhoods, creating Friendship Forests in the United States, Canada and the United Kingdom in cooperation with the Arbor Day Foundation and working with First Book to provide books for children in selected schools as they are visited by the Build-A-Bear Workshop On Tour custom designed mobile store.

About Build-A-Bear Workshop, Inc.

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 275 stores in the United States, Canada, the United Kingdom and Ireland. The addition of franchise stores in Europe, Asia, Africa 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. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$437 million in fiscal 2006. 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® 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 Retail Management, 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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