



Build-A-Bear Workshop(R) Featured in McDonald's(R) Happy Meal(R) and Mighty Kids Meals

August 2, 2007

Partnership continues for a second year

ST. LOUIS, Aug 02, 2007 (BUSINESS WIRE) -- Build-A-Bear Workshop(R) announces that it will continue the McDonald's(R) Happy Meal(R) and Mighty Kids Meal(R) partnership. This year marks the second plush collection, featuring a trademark Build-A-Bear Workshop heart inside and removable, mix-and-match clothing for a truly interactive experience.

"We are beary excited to build on our partnership with McDonalds," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "Our Guests will enjoy sharing meals and the interactive Build-A-Bear Workshop experience with their families. It's the best of both worlds!"

Beginning August 3 through August 30, 2007, with the purchase of a Happy Meal or Mighty Kids Meal, young guests will receive one of eight Build-A-Bear Workshop mini stuffed animal friends, while supplies last. Meals purchased in the United States come with a beary special offer! In select markets, a coupon worth \$5 off a \$25 purchase at Build-A-Bear Workshop is included and most markets have a coupon to receive a free mini Beararmoire(R) case -- pawfect for mini-sized clothing.

"Build-A-Bear Workshop represents camaraderie and the simple joys of childhood," said Kathy Pyle, director of family marketing, McDonald's USA. "We are thrilled to offer a Happy Meal event that celebrates shared times between kids and families and encourages friendship for generations to come."

Eight different mini stuffed animal friends dressed in furbulous fashions showcase miniature versions of favorite Build-A-Bear Workshop friends featured over the last 10 years. The mini furry friends help cele-bear-ate The Year of Friendship--the 10th Birthday of Build-A-Bear Workshop.

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 290 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(R) 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.

About McDonald's

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees. For more information about McDonald's visit www.mcdonalds.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 is our well-known trade name and our registered trademark of Build-A-Bear Retail Management, 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.

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While supplies last at participating McDonald's. Ask about special toys for children under 3. McDonald's(R), Happy Meal(R) and Mighty Kids Meal(R) are trademarks that are owned by McDonald's Corporation and its affiliates and used with permission.

SOURCE: Build-A-Bear Workshop

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