Build-A-Bear Workshop® Roars onto the Scene in South Florida Opening Two Stores - Wellington and Boynton Beach

July 30, 2007

ST. LOUIS (July 30, 2007) — Build-A-Bear Workshop®, Where Best Friends Are Made®, is opening two new locations in South Florida, this just after the June 29th opening at Sawgrass Mills in Fort Lauderdale. Build-A-Bear Workshop is thrilled to open new stores at The Mall at Wellington Green on Friday, August 17 and Boynton Beach Mall on Friday, August 24, offering Guests a unique and exciting entertainment retail experience.

Build-A-Bear Workshop is based on the premise that nearly everyone, regardless of age, has a special fondness for stuffed animals. When Guests visit a Build-A-Bear Workshop store, they enter a lighthearted teddy-bear-themed environment consisting of eight bear-making stations. Guests choose from over 30 stuffed animals to make. They stuff their new friend, add a heart – a Build-A-Bear Workshop trademark - filled with wishes, and add personality with hundreds of outfits and accessories.

Founder and Chief Executive Bear, Maxine Clark, knows what families want in a shopping experience, and the stores are her response to happy memories of shopping as a child. The Build-A-Bear Workshop innovative store concept takes children's interactive entertainment retailing to a new level, combining the process of making your own stuffed animal with an exciting atmosphere. “We've created a unique retail experience by putting the heart back into retailing and putting our Guests at the center of every aspect of our business,” said Clark.

As Guests enter a Build-A-Bear Workshop store they are introduced to a variety of stuffed animals including bears, dogs, cats, bunnies, monkeys and a series of Beary Limited™ edition Collectibear® animals. Build-A-Bear Workshop stuffed animals are very affordable, ranging in price from $10-$25.

Clark looks forward to the South Florida openings. She notes, “Our plan is always to open in the premier malls across the country, and we will continue this approach as we open at The Mall at Wellington Green and Boynton Beach Mall. We have hundreds of Guests who have visited our stores at other Florida locations and personally written to me requesting a Build-A-Bear Workshop® store at their local mall and we look forward to sharing teddy bear hugs with the children and families at our new South Florida locations,” said Clark.

Community Partners
In 2007, a major focus of the company is its continued commitment to causes that support children and animals. A number of stuffed animals available at Build-A-Bear Workshop provide Guests the opportunity to support these causes by having a portion of the proceeds of their purchase donated. In addition to the cause-related animals, Build-A-Bear Workshop launched the Huggable Heroes® program in 2004 as a way to recognize and honor young people that have impacted their own neighborhoods, schools and communities by giving of themselves to others. It is a program that empowers and inspires children to get involved as Build-A-Bear Workshop believes that young people can affect change.

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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