



Build-A-Bear Workshop(R) To Help Marine Toys For Tots Reach Their Goal

December 21, 2007

A Furry Friend Will Be Donated for Each Stuffed Animal Sold by Christmas Eve

ST. LOUIS--(BUSINESS WIRE)--Dec. 21, 2007--Build-A-Bear Workshop(R) announced today that the company will donate a furry friend or toy for each stuffed animal sold in their U.S. stores beginning Saturday, December 22 through Christmas Eve. This is in response to the shortage of toys recently announced by the U.S. Marine Corps Reserve Toys for Tots national program.

"After learning that Toys for Tots was not reaching their toy goal, we wanted to help by giving a new furry friend to children who may not otherwise receive a gift for Christmas," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "Our Guests always want to help others in need so we are happy to provide this additional opportunity to assist Toys for Tots in their efforts to spread happiness and hope to children during the holiday season."

The added donation is an extension of the company's holiday support of the U.S. Marine Corps Toys for Tots program. Build-A-Bear Workshop(R) is also supporting Toys for Tots in other ways:

- During the month of December, all donations from the sale of purple satin hearts will be directed by the Build-A-Bear Workshop Foundation to the Marine Toys for Tots Foundation. The \$1 purple satin hearts are available nationwide at Build-A-Bear Workshop stores and online at www.buildabear.com.
- To spread teddy bear hugs over the nation, Build-A-Bear Workshop has already donated over 24,000 furry friends to local Toys for Tots programs across the country.

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 300 stores in the United States, Puerto Rico, Canada, the United Kingdom, Ireland and France. 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. 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. In December 2007, the company launched its new virtual world at www.buildabearville.com. 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 Build-A-Bear Workshop Foundation

The Build-A-Bear Workshop Foundation is a 501(c)(3) public charity committed to improving and impacting lives through meaningful philanthropic programs and causes for children and families. The Foundation's goals are to increase public awareness of children's health and wellness programs and to support related research education and treatment programs. The Foundation also supports programs which promote literacy and education, the preservation of endangered animals and their habitats, domestic animal shelters, disaster relief programs and environmental concerns.

About Toys for Tots

Toys for Tots, a 60-year charitable program run by the U.S. Marine Corps Reserve, provides happiness and hope to disadvantaged children during the holiday season. The toys, books and other gifts collected and distributed by the Marines offer these children recognition, confidence and a positive memory for a lifetime. It is such experiences that help children become responsible citizens and caring members of their community. In 2006, the Marine Corps fulfilled the holiday hopes and dreams of 7.6 million needy children. Since 1947 over 170 million children have been assisted.

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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