



Photo: Build-A-Bear Workshop(R) Offers Guests Great Valentine's Day Gifts

February 4, 2008

ST. LOUIS, Feb. 4 /PRNewswire-FirstCall/ -- For those searching for the perfect Valentine's Day gift, Build-A-Bear Workshop(R) has something special for everyone on your list! With its variety of make-your-own stuffed animals, outfits and accessories to choose from, Build-A-Bear Workshop provides Guests the chance to express their Valentine's Day wishes in a unique and very personal way.

To view the Multimedia News Release, go to:
<http://www.prnewswire.com/mnr/Build-A-Bear/31714/>

This year, Build-A-Bear Workshop is featuring a NEW loveable friend for Valentine's Day -- Hearts Fur You Puppy. With soft white fur covered in red and pink hearts and a beary cute heart nose, this Beary Limited(TM) edition Collectifriend(TM) puppy makes a pawsome gift for your pawfect match!

Make your sweetheart smile with Bearemy(R) dressed as a Knight In Shining Armor sure to win the heart of any princess. No Valentine's Day would be complete without bear hugs! Champ -- A Champion Fur Kids, wearing his Bear Hugs sweatshirt, jeans and high tops, will offer your sweetie a bouquet of roses. Curly teddy dressed as a pink and black Love Bug will make your lady's heart melt. Precious Pink Teddy, the first of four bears to be released in the 2008 Gem of a Friend series, is adorable in her gem fairy dress. With the vast array of beary sweet options at Build-A-Bear Workshop, you are sure to find the pawfect gift to impress her this Valentine's Day. Add an "I Love You" sound or Build-A-Sound(R) you record to create a truly customized gift.

Each animal made at Build-A-Bear Workshop now comes with a unique code that allows Guests to go to Build-A-Bearville, the company's new virtual world, and bring their new furry friends to life online. During Valentine's Day, the virtual world will feature pawsome decorations and citizens can celebrate by attending a dance in the Pawforming Arts Center. For more information about Build-A-Bearville, please visit <http://www.buildabearville.com>.

"Guests of all ages will enjoy our highly personalized, thoughtful gifts," said Maxine Clark, founder and chief executive bear. "Whether it's your first Valentine's Day together or your 50th, you can find a meaningful gift at Build-A-Bear Workshop."

For more information about Build-A-Bear Workshop or to view special Valentine's Day merchandise offered at Build-A-Bear Workshop, visit <http://www.buildabear.com>.

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. The company currently operates more than 370 Build-A-Bear

Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom, Ireland and France, and franchise stores in Europe, Asia, Australia and Africa. Founded in St. Louis in 1997, Build-A-Bear Workshop is the leader in interactive retail. Brands include make-your-own Major League Baseball(R) mascot in-stadium locations, Build-A-Dino(R) stores and friends 2B made(R) doll locations. In December 2007, Build-A-Bear Workshop extended its in-store interactive experience online with the launch of its virtual world at <http://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 <http://www.buildabear.com> and <http://www.friends2bmade.com>.

TRADEMARKS

We would like to thank you for your interest in covering our business. As you write your story we would like to 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.

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Web site: <http://www.buildabear.com>

<http://www.buildabearville.com>

<http://www.friends2bmade.com>

Video: <http://www.prnewswire.com/mnr/Build-A-Bear/31714/>