



## **Build-A-Bear Workshop(R) Introduces Tropical Hello Kitty(R) by Sanrio(R)**

May 30, 2008

New Furry Friend Available May 30

ST. LOUIS--(BUSINESS WIRE)--May 30, 2008--Just in time for summer, Build-A-Bear Workshop(R) is launching a new furry friend, Tropical Hello Kitty(R) by Sanrio(R). Beginning May 30, for a limited time while supplies last, Guests will be able to make their own Tropical Hello Kitty at Build-A-Bear Workshop stores in the United States for \$20 USD and \$25 in Canada.

The furbulous fun extends to [www.buildabearville.com](http://www.buildabearville.com)TM - the Build-A-Bear Workshop online world stuffed with fun. Guests who purchase Tropical Hello Kitty and bring her to life online for FREE will receive 3,000 Bear BillsTM, an extra room and Hello Kitty Wallpaper for their Cub Condo(R) house and a virtual Hello Kitty tee for their furry friend.

As an added bonus May 30 - June 1 while quantities lasts, Guests who purchase Tropical Hello Kitty, will also receive a free mini Charmmy Kitty(R) by Sanrio plush and a virtual Hello Kitty purse at [buildabearville.com](http://buildabearville.com). Charmmy Kitty is Hello Kitty's sweet white Persian cat who wears a ribbon on her left ear!

"The introduction of the new Tropical Hello Kitty is beary exciting for us," said Maxine Clark, Build-A-Bear Workshop Founder and Chief Executive Bear. "Many of our Guests are big fans of Hello Kitty, and we think that this new friend will be the perfect, adorable addition to their collections."

"Our partnership with Build-a-Bear Workshop continues to deliver fun, original, unique experiences to Hello Kitty fans and we are thrilled with this new offering!" says Dave Marchi, Brand Marketing Manager at Sanrio, Inc. "Tropical Hello Kitty's sun-kissed look is perfect for summer and we're certain that she'll be a big hit."

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 375 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 [www.buildabearville.com](http://www.buildabearville.com). Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$474 million in fiscal 2007. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web sites at [www.buildabear.com](http://www.buildabear.com) and [www.friends2Bmade.com](http://www.friends2Bmade.com).

About SANRIO, Inc.

SANRIO develops, distributes and licenses a unique collection of over 12,000 gift, stationery and fashion accessory items for women of all ages. Hello Kitty is the company's flagship brand. SANRIO was founded in

1960 based on the concept that a small gift can bring a big smile to a child of any age. Today, there are over 300 SANRIO boutiques throughout the Western Hemisphere, with over 85 in the United States. In addition, SANRIO character products are sold in over 12,000 U.S. locations including department, specialty, and national chain stores. For more information, please visit [www.sanrio.com](http://www.sanrio.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.

#### MULTIMEDIA AVAILABLE:

<http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5697448>

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