



Build-A-Bear Workshop Collectible Mini Furry Friends Featured in McDonald's(R) Happy Meal(R)

September 30, 2009

Coupon for Free Gift Redeemable at Build-A-Bear Workshop Stores

ST. LOUIS--(BUSINESS WIRE)--Sep. 30, 2009-- Build-A-Bear Workshop®, an interactive entertainment retailer of customized stuffed animals, today announced that it will continue its relationship with McDonald's® Happy Meal®. This program creates the third collection of mini-plush Build-A-Bear Workshop furry friends with removable mix-and-match clothing. There is a new mini-stuffed animal friend inside each McDonald's Happy Meal, a coupon for a free gift redeemable at Build-A-Bear Workshop stores plus unique codes redeemable for virtual gifts on buildabearville.com® and McWorld® at happymeal.com

“We are pleased to continue to work with McDonald’s and to introduce our third collection of mini-furry friends,” said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. “This program provides a truly interactive experience for young Guests as they continue their friendship adventures online at buildabearville.com.”

From October 2 through October 22, young guests will receive one of six Build-A-Bear Workshop mini-furry friends inside each McDonald's Happy Meal, each with a trademark heart printed on the label, while supplies last. Happy Meals also come with special offers including:

- A coupon to receive a free mini Build-A-Bearville® Cub Condo® house available at participating Build-A-Bear Workshop stores, while supplies last. The mini Cub Condo also comes with a virtual code to receive a free jump rope move at buildabearville.com for their online character and virtual furry friend.
- A code to receive a choice of six virtual gifts at buildabearville.com and a virtual Build-A-Bear Workshop friend for tree houses at happymeal.com. Also from October 2 through October 22, Ronald McDonald® will make a guest appearance on The Chloe Show in Build-A-Bearville and the Build-A-Bear Workshop huggable mascot, Bearemy, will make an appearance in McWorld.

“Build-A-Bear Workshop represents the simple joy of being a child,” said Kathy Pyle, senior director of family marketing, McDonald’s USA. “We are pleased to partner with Build-A-Bear Workshop to offer kids and families even more opportunities for fun.”

About Build-A-Bear Workshop

Build-A-Bear Workshop, Inc. is the leading and only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. Founded in 1997, the company and its franchisees currently operate more than 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the United States, Puerto Rico, Canada, the United Kingdom, Ireland and France, and franchise stores in Europe, Asia, Australia and Africa. In 2007, the interactive experience was enhanced - all the way to CyBEAR™space - with the launch of buildabearville.com®, the company’s virtual world stuffed with fun. The company was named to the 2009 FORTUNE 100 Best Companies to Work For® list.

Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$468 million in fiscal 2008. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web site at www.buildabear.com.

Parental permission may be required to access buildabearville.com. Visit buildabearville.com for details.

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 or log on at any of the 11,000 Wi-Fi enabled McDonald's U.S. restaurants.

While supplies last at participating McDonald's. Ask about our special toys for children under 3. (C) 2009 McDonald's.

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.

Source: Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc.

Jill Saunders, 314-423-8000 ext. 5293

314-422-4523 (cell)

jills@buildabear.com

or

Shannon Lammert, 314-423-8000 ext. 5379

314-556-8841 (cell)

shannonl@buildabear.com