Build-A-Bear Workshop Salutes U.S. Troops in Celebration of Military Appreciation Month

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Build-A-Bear Workshop(R) Offers Discount to Military Families and Raises Funds to Support the USO

ST. LOUIS, Apr 29, 2010 (BUSINESS WIRE) --Build-A-Bear Workshop(R), the interactive entertainment retailer of customized stuffed animals, announced today that it is celebrating Military Appreciation Month by supporting the USO and offering troops and their families a military discount. The Build-A-Bear Workshop Foundation will invite Guests to donate $1 at checkout registers May 3 through June 7 in any Build-A-Bear Workshop retail location in the United States to support the USO, which provides morale, welfare and recreational activities to service members and their families. Also during this timeframe, all members of the armed services and their direct dependents will receive a 20% discount on any purchase at Build-A-Bear Workshop store locations in the United States with the presentation of a valid government issued military identification card.

"We are so grateful to our brave troops and their families who serve our nation and are excited to extend this offer to them," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "In addition, our partnership with the USO will help provide military men and women with free Internet access, libraries, game rooms, nursery facilities, and other needed services."

The commitment to support the USO is part of the overall mission of Build-A-Bear Workshop, which believes in the teddy bear philosophy of helping others by being good people and good bears. Throughout its 13 year history, the company has shared the hug of a teddy bear wherever needed in local communities and abroad. Build-A-Bear Workshop has given Guests a voice in supporting the causes that are important to them and through its corporate donations and foundation grant programs, has given more than $25 million to children's health and wellness, animals, literacy and other important causes.

For Guests looking for a special way to salute their favorite military hero, Build-A-Bear Workshop offers a variety of military inspired options. The Camo Bear ($18) complete with a Build-A-Sound(R)($8) for Guests to use to record a 10-second personal message, is great for servicemen and women and their families. Similar products available at Build-A-Bear Workshop include:

- Army Officer Uniform
- Marine Outfit
- Naval Outfit
- Air Service Uniform
- Coast Guard Work Uniform
- Digital Camo Outfit
- Sailor Outfit

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 400 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, Africa and the Middle East. 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, and Build-A-Dino(R) stores. Build-A-Bear Workshop extends its in-store interactive experience online with its award winning virtual world Web site at buildabearville.com(R). The company was named to the 2009 and 2010 FORTUNE 100 Best Companies to Work For(R) lists. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of $394.4 million in fiscal 2009. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web site at buildabear.com(R).

About the USO

The USO (United Service Organizations) lifts the spirits of America's troops and their families. We provide a touch of home through centers at airports and military bases around the world, top quality entertainment and innovative programs and services tailored to meet troop needs. We also provide critical support to those who need us most, including forward-deployed troops and

their families, wounded warriors and their families, and the families of the fallen.

The USO is a private, non-profit organization, not a government agency; we rely on the generosity of our donors. We strive to deliver maximum benefit for troops and their families from every donor dollar.

TRADEMARKS

We would like to thank you for your interest in covering our business. As you write your story, we wouldask that you use our full Name: **Build-A-Bear Workshop(R)**and that when referencing the processof 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.

Note: Parental permission may be required to access buildabearville.com(R). Visit buildabearville.com for details.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6269639&lang=en

SOURCE: Build-A-Bear Workshop

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