

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D. C. 20549

FORM 8-K

CURRENT REPORT PURSUANT
TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event
reported): June 3, 2005

Build-A-Bear Workshop, Inc.

(Exact Name of Registrant as Specified in Its Charter)

Delaware

001-32320

43-1883836

(State or Other
Jurisdiction of
Incorporation)

(Commission
File Number)

(IRS Employer
Identification No.)

1954 Innerbelt Business Center Drive
St. Louis, Missouri

63114

(Address of Principal Executive Offices)

(Zip Code)

(314) 423-8000

(Registrant's Telephone Number, Including Area Code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 7.01. Regulation FD Disclosure.

On June 3, 2005, Build-A-Bear Workshop, Inc. (the "Company") announced that the Company will host a conference call on Monday, June 6, 2005 at 9:00 a.m. eastern time to discuss the Company's revised earnings guidance for the second quarter and full year 2005 and business outlook. A copy of the press release is furnished as Exhibit 99.1 hereto and is incorporated by reference herein. This description of the press release contained herein is qualified in its entirety by the full text of such exhibit.

The information contained in this Item 7.01 shall not be deemed to be "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that section, nor shall such information be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended (the "Securities Act") or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing. The information set forth in this Item 7.01 shall not be deemed an admission as to the materiality of any information in this report on Form 8-K that is required to be disclosed solely to satisfy the requirements of Regulation FD.



FOR IMMEDIATE RELEASE

Contact:

Investors: Molly Salky, 314.423.8000 x5353
Media: Jill Saunders, 314.423.8000 x5293

**BUILD-A-BEAR WORKSHOP, INC. TO HOST CONFERENCE CALL
ON MONDAY, JUNE 6, 2005, 9:00 a.m. Eastern Time**

ST. LOUIS – June 3, 2005 – Build-A-Bear Workshop, Inc. (NYSE: BBW), an interactive, entertainment retailer of customized stuffed animals, will host a conference call on Monday, June 6, 2005 at 9:00 a.m. Eastern Time to discuss the company's revised earnings guidance for the second quarter and full year 2005 and business outlook.

Speaking on the conference call will be Maxine Clark, Chairman and Chief Executive Bear, and Barry Erdos, President and Chief Operating Officer Bear.

The dial-in number for the live conference call is (617) 847-8706. No access code is required. The call is expected to last no longer than one hour.

In order to ensure the widest distribution possible, Build-A-Bear Workshop will broadcast the conference call over the Internet via webcast. The webcast will be accessible through the Investor Relations page of Build-A-Bear Workshop's corporate web site, <http://ir.buildabear.com>. Participants are encouraged to log on to the webcast approximately 15 minutes in advance of the scheduled start time of the call.

Following the live call, replays will be made available on the Internet and via telephone. A replay of the webcast will be posted on <http://ir.buildabear.com> approximately two hours after the completion of the call and will remain available until our next quarterly conference call. To access the telephone replay from within the U.S. dial (617) 801-6888. The access code is 34663597. The telephone replay will be available from 11:00 a.m. CST on June 6, 2005 to 11:59 p.m. on June 20, 2005.

About Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc. (NYSE: BBW), with fiscal 2004 total revenue of \$302 million, is the only national company that offers Guests an interactive make-your-own-stuffed animal retail-entertainment experience. The first store opened in St. Louis in 1997; at the end of 2004 the company operated 170 stores in 40 states and Canada. With the opening of its store in Sheffield, England, in the fall of 2003 and the addition of international stores in Japan, Denmark and Australia in 2004, Build-A-Bear Workshop has become the global leader in the teddy bear

business. In November 2004, the company opened two **friends 2B made**® stores, the newest concept based on the doll-making experience. For more information about the company and its products, call 888.560.BEAR (2327) or visit the company's award-winning Web site at www.buildabear.com.