

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, DC 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)
February 16, 2006

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 2.02. Results of Operations and Financial Condition.

On February 16, 2006, Build-A-Bear Workshop, Inc. (the "Company") issued a press release announcing, among other things, total revenue, net retail sales, gross margin, net income and diluted earnings per share for the fourth quarter and full year of fiscal 2005. The press release also included expected revenue growth, diluted earnings per share, marketing expense and capital spending for fiscal 2006. The press release also announced that the Company is in discussions regarding two possible acquisitions. A copy of the press release is furnished as Exhibit 99.1 hereto and is incorporated by reference herein. The description of the press release contained herein is qualified in its entirety by the full text of such exhibit.

Item 7.01 Regulation FD Disclosure.

The Company has prepared certain financial information which illustrates the separation of the Company's net retail sales figure between Internet-based retail sales and other net retail sales for each of the four fiscal quarters of fiscal year 2004 and fiscal year 2005. The Company had previously reported net retail sales for each of these periods inclusive of Internet sales.

The Company has also prepared end of period store gross square footage and store count for fiscal years 1999, 2000, 2001, 2002, 2003, 2004 and 2005. The

Company had previously reported store gross square footage and store count at the end of the period for fiscal years 2003 and 2004.

The financial information is furnished as Exhibit 99.2 hereto and is incorporated by reference herein. The description of the financial information and store data contained herein is qualified in its entirety by the full text of such exhibit.

This information furnished in Items 2.02 and 7.01, including Exhibits 99.1 and 99.2 attached hereto, is being furnished and shall not be deemed "filed" for purposes of Section 18 of the Securities and Exchange Act of 1934 (the "Exchange Act") or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any general incorporation language in such filing. In addition, this report (including Exhibits 99.1 and 99.2) shall not be deemed an admission as to the materiality of any information contained herein that is required to be disclosed solely as a requirement of this Item.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit Number	Description of Exhibit
-----	-----
99.1	Press Release dated February 16, 2006
99.2	Unaudited Financial Information and Store Data of Build-A-Bear Workshop, Inc.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

BUILD-A-BEAR WORKSHOP, INC.

Date: February 16, 2006

By: /s/ Tina Klocke

Name: Tina Klocke
Title: Chief Financial Bear, Secretary
and Treasurer

EXHIBIT INDEX

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99.1	Press Release dated February 16, 2006
99.2	Unaudited Financial Information and Store Data of Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc.
 Reports Strong Sales and Net Income Growth in Fiscal 2005 Fourth
 Quarter and Full Year; Company Provides Guidance for 2006

ST. LOUIS--(BUSINESS WIRE)--Feb. 16, 2006--Build-A-Bear Workshop,
 Inc. (NYSE: BBW):

- Fourth quarter net income increased 68% to \$10.6 million. Full year net income increased 37%, exceeding company guidance.
- Fourth quarter diluted EPS were \$0.52 vs. \$0.32 in fiscal 2004. Full year diluted EPS were \$1.35 vs. \$1.07 in fiscal 2004.
- Fourth quarter net retail sales increased 18.0% to \$116.7 million. Full year net retail sales increased 19.4% to \$358.9 million.
- Full year fiscal 2006 diluted EPS expected to be in the range of \$1.57 to \$1.63, including stock-based compensation expense of approximately \$0.08 per diluted share and distribution center transition costs of approximately \$0.04 per diluted share.
- New international expansion plans move forward; new franchisee agreements in place for India and Thailand.

Build-A-Bear Workshop, Inc. (NYSE: BBW), an interactive entertainment retailer of customized stuffed animals, announced that total revenue for the fiscal 2005 fourth quarter (13 weeks ended Dec. 31, 2005) increased 18.7% to \$118.0 million, compared to \$99.4 million in the prior year's fourth quarter (13 weeks ended Jan. 1, 2005). For the full year fiscal 2005 (52 weeks ended Dec. 31, 2005), total revenue increased 19.9% to \$361.8 million, compared to \$301.7 million in fiscal 2004 (52 weeks ended Jan. 1, 2005).

Fourth quarter net income increased 68.1% to \$10.6 million or \$0.52 per diluted share on 20.3 million diluted shares outstanding. This compares to net income of \$6.3 million or \$0.32 per diluted share on 19.7 million diluted shares outstanding in last year's fourth quarter. For the full year fiscal 2005, net income increased 36.6% to \$27.3 million or \$1.35 per diluted share on 20.2 million diluted shares outstanding. This compares to net income of \$20.0 million or \$1.07 per diluted share on 18.6 million diluted shares outstanding in fiscal 2004.

"Our performance in both the quarter and for the year demonstrates that our business model is solid and predictable, and perhaps of more importance, that we have momentum moving into fiscal 2006," said Maxine Clark, chairman and chief executive bear. "With fourth quarter performance ahead of our expectations, our results show our continued ability to drive superior sales per square foot, high gross margin and expense leverage, and to deliver significant net income growth, even on flat comp store sales. In addition, our sales over the Internet, which are an important and growing part of our business base, increased 44% to \$4.0 million in the quarter, and for the year contributed \$8.7 million to our sales."

Fiscal 2005 Fourth Quarter

Fiscal 2005 fourth quarter total revenue includes net retail sales of \$116.7 million, an increase of \$17.8 million or 18.0% compared to last year's fourth quarter. Net retail sales growth was primarily driven by new stores opened during the past twelve months. Comparable store sales declined 0.6%. Fourth quarter total revenue includes revenue from international franchise fees totaling \$829,000, an increase of \$481,000 compared to last year's fourth quarter, and licensing revenue totaling \$545,000, an increase of \$300,000 compared to last year's fourth quarter.

Fourth quarter net income growth of \$4.3 million, compared to the fiscal 2004 fourth quarter, was primarily driven by higher new store and Internet sales, lower performance-based bonus expense, lower stock-based compensation expense, increased interest income and lower store preopening expense. Gross margin rate declined slightly to 52.1% down from 53.0% in the fiscal 2004 fourth quarter as higher transportation costs offset purchasing and distribution cost efficiencies. Selling, general and administrative expense as a percent of total revenue decreased to 38.1% from 41.9% primarily due to lower performance-based bonus and stock-based compensation expenses.

Fiscal 2005 fourth quarter results include the impact of stock-based compensation expense of \$0.4 million pretax (\$0.3 million

net of tax or \$0.01 per diluted share). Fiscal 2004 fourth quarter results include the impact of stock-based compensation expense of \$1.4 million pretax (\$1.0 million net of tax or \$0.05 per diluted share). The stock-based compensation expense recorded in 2004 relates to stock options granted during the first half of 2004 which became fully vested as a result of the company's initial public offering.

During the fourth quarter, the company opened seven new Build-A-Bear Workshop (BABW) retail stores in the United States and Canada, compared with opening six BABW stores during the same period last year.

Fiscal 2005 Full Year

Fiscal 2005 total revenue includes net retail sales of \$358.9 million, an increase of \$58.4 million or 19.4% compared to fiscal 2004. Net retail sales growth was driven by new stores -- 30 new BABW stores and three new friends 2B made(R) (F2BM) locations opened during the year -- and an increase in Internet sales of 38.8% to \$8.7 million. Comparable store sales for the year decreased slightly by 0.2%. Fiscal 2005 total revenue includes revenue from international franchise fees totaling \$2.0 million, an increase of \$1.1 million compared to fiscal 2004, and licensing revenue totaling \$932,000, an increase of \$585,000 compared to fiscal 2004.

Fiscal 2005 net income growth of \$7.3 million, compared to fiscal 2004, was driven primarily by higher net retail sales and by maintaining a retail gross margin rate of 49.7%. Lower performance-based bonus expense, higher interest income and lower stock-based compensation expense, partially offset by higher store preopening expenses, also contributed to net income growth. The abovementioned store preopening expense included costs associated with the New York City flagship store and cafe opening totaling \$2.0 million (\$1.2 million net of tax, or \$0.06 per diluted share).

Fiscal 2005 full year results include the impact of stock-based compensation expense of \$0.8 million pretax (\$0.5 million net of tax or \$0.02 per diluted share). Fiscal 2004 full year results include the impact of stock-based compensation expense of \$2.0 million pretax (\$1.4 million net of tax or \$0.08 per diluted share).

Total store square footage in fiscal 2005 increased 19.5% to 615,194 gross square feet. During fiscal 2004 the company opened 21 BABW stores and two F2BM locations ending the year with total store square footage of 514,986 gross square feet.

During fiscal 2005, international franchisees opened 18 new stores ending the year with 30 stores located in Australia (5 stores), Denmark (4 stores), France (1 store), Japan (5 stores), the Netherlands (1 store), South Korea (1 store), Sweden (1 store), Taiwan (1 store) and the United Kingdom (11 stores).

New International Expansion Plans

Build-A-Bear Workshop is continuing to pursue its international strategies in selected markets. In that regard, the company is in discussions with The Hamleys Group, Ltd. regarding a possible acquisition of its Bear Factory subsidiary. Bear Factory is a United Kingdom-based stuffed animal retailer owned by The Hamleys Group, Ltd. The company also announced that it is in discussions to acquire Amsbra, Ltd., its franchisee in the U.K. No definitive agreements have been reached nor can the company assure that these discussions will lead to completed transactions. Build-A-Bear Workshop does not contemplate making any further announcement unless discussions are terminated or result in completion of definitive agreements.

In addition, the company recently completed agreements with The Murjani Group in India and Central Department Stores in Thailand as new international franchisees. India and Thailand are the 13th and 14th countries to join the Build-A-Bear Workshop international franchisee program.

"Our brand clearly has worldwide appeal," said Ms. Clark. "We opened our first international store in the United Kingdom in November 2003. Today our franchisees operate 30 stores in nine countries. The exceptional value and family-focused experience we offer, combined with the worldwide appeal of stuffed animals, makes Build-A-Bear Workshop a brand that communicates fun in any language. We are pleased with the partnerships we have established in India and Thailand and look forward to the exciting growth these two countries can help us achieve."

The Murjani Group is led by its Chairman, Mohan Murjani and Managing Director, Vijay Murjani. In 1976 The Murjani Group launched Gloria Vanderbilt followed by Tommy Hilfiger in 1984 and became the first Indian company to develop and market designer brands in the international market place. Central Department Store Limited, led by President Yuwadee Bhicharnchitr, is a division of the Central Group of Companies, and is the largest department store chain in Thailand. The

Central Group of Companies is involved in retail, real estate, brand development, hotels and resorts, and food service and is one of Thailand's five largest conglomerates.

Company-Owned Distribution Center in Columbus, Ohio

The company previously announced that it will build a 350,000-square-foot distribution center near Columbus, Ohio. The center will replace an existing third-party distribution center; the new location in Columbus will serve as the primary distribution center for the company's North America store operations.

"Our new distribution center is an important building block for the future growth of Build-A-Bear Workshop and friends 2B made(R)," said Barry Erdos, president and chief operating officer bear. "Once the transition is complete, we expect the new center to improve inventory control and management, and enhance operating efficiencies."

The facility is expected to become fully operational beginning in fall 2006. To help ensure a smooth transition, the company will utilize its third-party distribution center services and operate the new center for a period of approximately three months. These one-time transition costs are expected to be approximately \$1.4 million pretax (\$0.9 million net of tax or \$0.04 per diluted share).

Outlook For 2006

The company expects fiscal 2006 (52 weeks ended Dec. 30, 2006) diluted earnings per share (EPS) to be in the range of \$1.57 to \$1.63. This guidance includes the anticipated impact of expensing stock-based compensation as required by SFAS 123R of approximately \$2.7 million pretax (\$1.7 million net of tax or \$0.08 per diluted share) and distribution center transition costs of approximately \$1.4 million pretax (\$0.9 million net of tax or \$0.04 per diluted share). This guidance does not include the potential impact of transactions under discussion with The Hamleys Group, Ltd. and Amsbra, Ltd.

The company's earnings model is based upon the following business drivers:

- Total revenue growth of approximately 20%, including comparable store sales in the flat to low single digit growth range.
- Maintenance of high sales per square foot in excess of \$600.
- Maintenance of gross profit margins through strong merchandise margins and minimal markdowns and product returns while incurring transition costs related to the new company-owned distribution center.
- Increased brand awareness and store traffic through integrated marketing programs. The company expects to spend approximately \$33 million, or 7.6% of total revenue (up from \$27 million, or 7.5% of total revenue in fiscal 2005), on marketing programs in fiscal 2006.
- The addition of approximately 30 new BABW stores in the United States and Canada.
- Continued expansion of new initiatives with approximately five new F2BM locations, two new ball park stores and the first store in a zoo.
- The opening of 20 to 25 new stores by international franchisees in fiscal 2006.
- Capital expenditures in 2006 of an anticipated \$47 to \$52 million, with the new distribution center accounting for approximately \$22 million of the total projected investment. New stores and technology-based infrastructure projects comprise the remainder of the capital spending dollars.

Today's Conference Call Webcast

Today at 10:00 a.m. EDT, Build-A-Bear Workshop will host a live audio webcast of its discussion with the investment community regarding the company's fiscal 2005 fourth quarter and full year results. The webcast can be accessed at <http://ir.buildabear.com>. A replay of the webcast will be available following the live webcast, and available until the company's next quarterly conference call.

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. Founded in St. Louis in 1997, the company currently operates more than 200 stores in the United States and Canada. The addition of franchise stores in Europe, Asia and Australia make Build-A-Bear Workshop the leader in interactive retail. In November

2004, the company expanded the make-your-own concept from stuffed animals to dolls with the opening of its first friends 2B made(R), in which Guests can make their own dolls. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$362 million in fiscal 2005. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web sites at www.buildabear.com and www.friends2bmade.com.

Forward-Looking Statements

This press release contains "forward-looking statements" (within the meaning of the federal securities laws) which represent the Company's expectations or beliefs with respect to future events. These forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from those anticipated. Those factors include, without limitation: we may be unable to generate comparable store sales growth; our marketing initiatives may not generate sufficient brand awareness and sales; we may be unable to effectively manage our international franchises or comply with changing laws relating thereto; we may be unable to generate demand for our retail experience, or to respond to consumer preferences; customer mall traffic may decrease, as a result of various factors, including a reduction of consumer confidence because of terrorism or war; general economic conditions may worsen; our market share could be adversely affected by competitors; we may lose key personnel, or be unable to hire qualified additional personnel; vendor deliveries may be disrupted; the availability and costs of our products could be impacted by international manufacturing and trade issues; our warehousing and distribution vendors may perform poorly; we may fail to protect our intellectual property and may have infringement, misappropriation or other disputes or litigation with third parties; we may be unable to open new stores, renew or replace our store leases, enter into leases for new stores on favorable terms, or continue to comply with our current leases; we may experience communications or information systems failures; we may suffer negative publicity or be sued due to alleged violations of labor laws, employee regulations or unethical practices, either by the Company or its merchandise manufacturers; and we may violate or be accused of violating privacy or security laws by reason of improperly obtaining or failing to adequately protect Guest information. These and other applicable risks, cautionary statements and factors that could cause actual results to differ from the Company's forward-looking statements are included in the Company's filings with the SEC, specifically as described in the Company's annual report on Form 10-K for the fiscal year ended January 1, 2005. The Company undertakes no obligation to update or revise any forward-looking statements to reflect subsequent events or circumstances even if experience or future changes make it clear that any projected results expressed or implied therein will not be realized.

(Financial Tables Follow)

BUILD-A-BEAR WORKSHOP, INC. AND SUBSIDIARIES
 Unaudited Condensed Consolidated Statements of Operations
 (dollars in thousands, except share and per share data)

	13 Weeks Ended Dec. 31, 2005	% of Total Revenues (1)	13 Weeks Ended Jan. 1, 2005	% of Total Revenues (1)
Revenues:				
Net retail sales	\$ 116,660	98.8%	\$ 98,836	99.4%
Franchise fees	829	0.7	348	0.3
Licensing revenue	545	0.5	245	0.2
Total revenues	118,034	100.0	99,429	100.0
Costs and expenses:				
Cost of merchandise sold	55,909	47.9	46,491	47.0
Selling, general and administrative	45,012	38.1	41,707	41.9
Store preopening	414	0.4	714	0.7
Interest expense (income), net	(530)	(0.4)	(129)	(0.1)

Total costs and expenses	100,805	85.4	88,783	89.3
Income before income taxes	17,229	14.6	10,646	10.7
Income tax expense	6,633	5.6	4,344	4.4
Net income	10,596	9.0	6,302	6.3
Cumulative dividends and accretion of redeemable preferred stock	--		125	
Net income available to common and participating preferred stockholders	\$ 10,596		\$ 6,177	
Net income allocated to common stockholders	\$ 10,596		\$ 6,177	
Net income allocated to participating preferred stockholders	\$ --		\$ --	
Earnings per common share:				
Basic	\$ 0.53		\$ 0.45	
Diluted	\$ 0.52		\$ 0.32	
Shares used in computing common per share amounts:				
Basic	19,989,177		13,870,389	
Diluted	20,319,086		19,650,953	

(1) Selected statement of operations data expressed as a percentage of total revenues, except cost of merchandise sold which is expressed as a percentage of net retail sales. Percentages will not total due to cost of merchandise sold being expressed as a percentage of net retail sales and rounding.

BUILD-A-BEAR WORKSHOP, INC. AND SUBSIDIARIES
Unaudited Condensed Consolidated Statements of Operations
(dollars in thousands, except share and per share data)

	52 Weeks Ended Dec. 31, 2005	% of Total Revenue (1)	52 Weeks Ended Jan. 1, 2005	% of Total Revenue (1)
Revenues:				
Net retail sales	\$ 358,901	99.2%	\$ 300,469	99.6%
Franchise fees	1,976	0.5	846	0.3
Licensing revenue	932	0.3	347	0.1
Total revenues	361,809	100.0	301,662	100.0
Costs and expenses:				
Cost of merchandise sold	180,373	50.3	150,903	50.2
Selling, general and administrative	133,921	37.0	115,939	38.4
Store preopening	4,812	1.3	2,186	0.7
Interest expense (income), net	(1,710)	(0.5)	(299)	(0.1)
Total costs and expenses	317,396	87.7	268,729	89.1
Income before				

income taxes	44,413	12.3	32,933	10.9
Income tax expense	17,099	4.7	12,934	4.3
	-----	-----	-----	-----
Net income	27,314	7.5	19,999	6.6
Cumulative dividends and accretion of redeemable preferred stock	--		1,262	
Cumulative dividends of nonredeemable preferred stock	--		263	
	-----		-----	
Net income available to common and participating preferred stockholders	\$ 27,314		\$ 18,474	
	=====		=====	
Net income allocated to common stockholders	\$ 27,314		\$ 8,519	
	=====		=====	
Net income allocated to participating preferred stockholders	\$ --		\$ 9,955	
	=====		=====	
Earnings per common share:				
Basic	\$ 1.38		\$ 2.30	
	=====		=====	
Diluted	\$ 1.35		\$ 1.07	
	=====		=====	
Shares used in computing common per share amounts:				
Basic	19,735,067		3,702,365	
Diluted	20,225,341		18,616,435	

(1) Selected statement of operations data expressed as a percentage of total revenues, except cost of merchandise sold which is expressed as a percentage of net retail sales. Percentages will not total due to cost of merchandise sold being expressed as a percentage of net retail sales and rounding.

BUILD-A-BEAR WORKSHOP, INC. AND SUBSIDIARIES
Unaudited Condensed Consolidated Balance
Sheets
(dollars in thousands, except share and per
share data)

	December 31, 2005	January 1, 2005
	-----	-----
ASSETS		
Current assets:		
Cash and cash equivalents	\$ 90,950	\$ 67,327
Inventories	40,157	30,791
Receivables	6,629	3,792
Prepaid expenses and other current assets	6,839	5,320
Deferred tax assets	3,232	2,725
	-----	-----
Total current assets	147,807	109,955
Property and equipment, net	89,973	75,815
Note receivable from franchisee	4,518	-
Other intangible assets, net	1,454	1,411
Other assets, net	2,356	2,056
	-----	-----
Total Assets	\$246,108	\$189,237
	=====	=====
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current liabilities:		
Accounts payable	\$ 34,996	\$ 25,767
Accrued expenses	15,792	13,966

Other current liabilities	30,373	22,222
	-----	-----
Total current liabilities	81,161	61,955
	-----	-----
Deferred franchise revenue	2,306	2,075
Deferred rent	30,687	26,426
Other liabilities	586	732
Deferred tax liabilities	1,011	2,539
Stockholders' equity:		
Common stock, par value \$0.01 per share	201	196
Additional paid-in capital	85,259	77,708
Retained earnings	46,700	19,386
Notes receivable from officers	(151)	(1,770)
Unearned compensation	(1,652)	(10)
	-----	-----
Total stockholders' equity	130,357	95,510
	-----	-----
Total Liabilities and Stockholders' Equity	\$246,108	\$189,237
	=====	=====

BUILD-A-BEAR WORKSHOP, INC. AND SUBSIDIARIES
Unaudited Condensed Consolidated Statements of Cash
Flows
(dollars in thousands)

	52 Weeks Ended Dec. 31, 2005	52 Weeks Ended Jan. 1, 2005
	-----	-----
Cash flows from operating activities:		
Net income	\$ 27,314	\$ 19,999
Adjustments to reconcile net income to net cash from operating activities:		
Depreciation and amortization	17,592	14,948
Deferred taxes	(2,035)	(1,875)
Tax benefit from stock option exercises	3,091	410
Loss on disposal of property and equipment	526	533
Impairment of goodwill	-	97
Impairment charge (credit)	-	(54)
Stock-based compensation	795	1,974
Change in assets and liabilities:		
Inventories	(9,366)	(8,218)
Receivables	(2,804)	(1,629)
Prepaid expenses and other assets	(1,612)	(1,105)
Accounts payable	9,229	3,998
Accrued expenses and other liabilities	11,912	19,449
	-----	-----
Net cash provided by operating activities	54,642	48,527
	-----	-----
Cash flows from investing activities:		
Purchases of property and equipment	(31,083)	(16,494)
Purchases of other assets	(1,569)	(1,238)
Issuance of note receivable to franchisee	(4,425)	-
	-----	-----
Net cash used in investing activities	(37,077)	(17,732)
	-----	-----
Cash flows from financing activities:		
Payment of cash dividend	-	(10,000)
Exercise of employee stock options and employee stock purchases	4,413	52
Collection of note receivable from officer	1,645	144
Proceeds from initial public offering, net of offering costs	-	25,735
	-----	-----
Net cash provided by financing activities	6,058	15,931
	-----	-----
Net increase in cash and cash equivalents	23,623	46,726
Cash and cash equivalents, beginning of period	67,327	20,601
	-----	-----
Cash and cash equivalents, end of period	\$ 90,950	\$ 67,327
	=====	=====

(dollars in thousands, except square foot data)

	13 Weeks Ended Dec. 31, 2005	13 Weeks Ended Jan. 1, 2005	52 Weeks Ended Dec. 31, 2005	52 Weeks Ended Jan. 1, 2005
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Other financial data:

Gross margin (\$) (1)	\$ 60,751	52,345	\$178,528	149,566
Gross Margin (%) (1)	52.08%	52.96%	49.74%	49.78%
Capital expenditures (2)	\$ 8,484	5,216	\$ 31,083	16,494
Depreciation and amortization \$	4,771	4,131	\$ 17,592	14,948

Store data (3):

Number of stores at end of period			200	170
Store square footage at end of period			615,194	514,986
Net retail sales per gross square foot (4)			\$ 615	602
Comparable store sales change (%) (5)	(0.6)%	23.3%	(0.2)%	18.1%

(1) Gross margin represents net retail sales less cost of merchandise sold. Gross margin percentage represents gross margin divided by net retail sales.

(2) Capital expenditures consist of leasehold improvements, furniture and fixtures, and computer equipment and software purchases.

(3) Excludes our webstore and seasonal and event-based locations.

(4) Net retail sales per gross square foot represents net retail sales from stores open throughout the entire period divided by the total gross square footage of such stores. Calculated on an annual basis only.

(5) Comparable store sales percentage changes are based on net retail sales and stores are considered comparable beginning in their thirteenth full month of operation.

CONTACT: Build-A-Bear Workshop, Inc., St. Louis
Investors:
Molly Salky, 314-423-8000 x5353
or
Media:
Jill Saunders, 314-423-8000 x5293

BUILD-A-BEAR WORKSHOP, INC. AND SUBSIDIARIES
 Unaudited Selected Financial Data
 (dollars in thousands)

	13 Weeks Ended April 2, 2005	13 Weeks Ended July 2, 2005	13 Weeks Ended October 1, 2005	13 Weeks Ended December 31, 2005
Revenues:				
Net retail sales (excluding Internet sales)	\$ 83,596	\$ 71,995	\$ 81,887	\$ 112,692
Internet sales	2,127	1,284	1,352	3,968
Total net retail sales	\$ 85,723	\$ 73,279	\$ 83,239	\$ 116,660
Franchise fees	306	334	507	829
Licensing revenue	30	86	271	545
Total revenues	\$ 86,059	\$ 73,699	\$ 84,017	\$ 118,034

BUILD-A-BEAR WORKSHOP, INC. AND SUBSIDIARIES
 Unaudited Selected Financial Data
 (dollars in thousands)

	13 Weeks Ended April 3, 2004	13 Weeks Ended July 3, 2004	13 Weeks Ended October 2, 2004	13 Weeks Ended January 1, 2005
Revenues:				
Net retail sales (excluding Internet sales)	\$ 67,944	\$ 64,832	\$ 65,316	\$ 96,085
Internet sales	1,551	1,093	897	2,751
Total net retail sales	\$ 69,495	\$ 65,925	\$ 66,213	\$ 98,836
Franchise fees	117	190	191	348
Licensing revenue	-	-	102	245
Total revenues	\$ 69,612	\$ 66,115	\$ 66,506	\$ 99,429

BUILD-A-BEAR WORKSHOP, INC. AND SUBSIDIARIES
 Unaudited Selected Store Data

Fiscal Year	Period Ending	Gross Store Square Footage at End of Period	Store Count
1999	1/1/2000	43,791	14
2000	12/30/2000	123,277	39
2001	12/29/2001	232,644	71
2002	12/28/2002	344,318	108
2003	1/3/2004	462,484	150
2004	1/1/2005	514,986	170
2005	12/31/2005	615,194	200