



For Immediate Release

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Build-A-Bear Workshop® and Disney Send Winnie the Pooh On A Starlight Starbright Adventure

LOS ANGELES (May 24, 2007) — With the help of his beary special friends at Build-A-Bear Workshop® and The Walt Disney Company, Winnie the Pooh is on a mission to bring special comfort and friendship to children in need of a friend during hospital stays. Thousands of make-your-own Winnie the Pooh plush bears will be sent to children's hospitals in three countries through the Starlight Starbright Children's Foundation™.

Each time a Guest makes a Winnie the Pooh of their own (valued at \$20 USD, \$30 CAD, £18 UK) at a Build-A-Bear Workshop location and online at www.buildabear.com, they are asked to make another one, at no charge, to be donated to a young Starlight Starbright child at a local children's hospital. This fabulous promotion will take place at Build-A-Bear Workshop stores in the United States, Canada, and the United Kingdom through June 30, 2007.

Starlight Starbright is dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities.

"Starlight Starbright understands what children and families go through when a child in the family is hospitalized due to a serious illness, and so we are delighted to partner with Build-A-Bear Workshop and Disney on this campaign," said Paula Van Ness, CEO of Starlight Starbright Children's Foundation. "It provides an easy opportunity for children and families around the globe to participate in a simple act of kindness and know that they will make a child's hospital stay much brighter."

"Winnie the Pooh represents friendship and the simple joys of childhood, making him the perfect character to be a part Build-A-Bear Workshop's 'A Year of Friendship' campaign," said Jeff Hoffman, vice president, Disney Worldwide Outreach. "For more than 80 years, Winnie the Pooh has brought a smile to young and old and we hope that he can do the same for the children and families of the Starlight Starbright Foundation."

The Winnie the Pooh promotion is part of year-long activities in celebration of the 10th Birthday of Build-A-Bear Workshop. Throughout 2007, titled "A Year of Friendship," Build-A-Bear Workshop will be participating in many charitable giving programs.

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“We always love working with Disney, the pioneers of family-friendly entertainment,” said Maxine Clark, founder and chief executive bear of Build-A-Bear Workshop. “This promotion allows us to build on our existing relationship with Disney and begin a new affiliation with the Starlight Starbright Children’s Foundation. Together, we can do what we all do best – bring comfort and friendship to thousands of children in hospitals around the world and provide them with the universal gift of “friendship.” This time, represented by a special plush friend we all know and love.”

About Starlight Starbright Children’s Foundation

When a child or teenager has a serious medical condition, everyone in the family is affected. For more than two decades, Starlight Starbright Children’s Foundation has dedicated itself to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight Starbright’s programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Serving more than 180,000 children each month, Starlight Starbright’s array of outpatient, hospital-based and Web offerings provide ongoing support for children and families — before, during and after medical treatment. To learn more visit www.starlight.org.

Supporters can use PayPal’s Text to Give program to donate \$10 to Starlight Starbright today by texting STAR10 to 78787!

About Disney’s Outreach

Disney brightens the lives of children in need around the world through global outreach programs, local community initiatives and the Disney VoluntEARS program. Last year, Disney donated more than \$170 million in cash and in-kind support to various charities around the world. Disney VoluntEARS contributed more than 485,000 hours of service and the company drew upon its unique magic to make wishes come true for children and families. The Disney VoluntEARS program provides opportunities for Disney employees to contribute their time and expertise towards making a positive impact in the communities they serve while furthering the traditions and ideals of The Walt Disney Company. For more information on Disney’s outreach efforts, please visit www.disneyoutreach.com

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 275 stores in the United States, Canada, the United Kingdom and Ireland. 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**® stores, where Guests can make their own doll friends. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$437 million in fiscal 2006. 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.

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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.