



For Immediate Release

Contact:

Wendy Bain, 314.995.3939 x110
314.323.5835
wendyb@blickandstaff.com

Sara Miller, 314.995.3939 x106
660.349.9498
saram@blickandstaff.com

**Ten Youths Named 2007 Huggable Heroes® in
Build-A-Bear Workshop® International Search
for Kids Doing Their Part With Heart**

ST. LOUIS (July 25, 2007) – Ten amazing youths from the United States, Canada and the United Kingdom are being recognized as Huggable Heroes® for doing their part to make the world a better place. Build-A-Bear Workshop® received more than 1,300 nominations for the fourth annual search for Huggable Heroes, a program that rewards kids for their outstanding acts of generosity and volunteerism and encourages other kids to do the same.

The heroes' stories range from Raffaello Carone of New York, 6, who raises money in support of children's cancer research, to Talia Leman of Iowa, 12, who founded and operates her own non-profit called "RandomKid," which helps kids help others by mobilizing them through highly motivating, empowering initiatives. Sondra Clark, 17, of Tennessee is being recognized for helping kids in developing countries obtain an education and break the cycle of poverty.

The Huggable Heroes traveled to Build-A-Bear Workshop World Bearquarters in St. Louis, Missouri, July 16-20, to meet each other and share their stories. They will be featured in the upcoming 2008 Huggable Heroes calendar, available at Build-A-Bear Workshop stores this winter. In honor of the 10th birthday of Build-A-Bear Workshop, the 10 Huggable Heroes will also each receive \$10,000 USD (\$7,500 USD in the form of an educational scholarship and \$2,500 USD from the Build-A-Bear Workshop Foundation to be donated to the charity of the hero's choice). For the first time, the Company is also recognizing a Huggable Hero Associate, who will receive \$2,500 USD to be donated to the charity of her choice.

"This year's Huggable Heroes are truly an inspiration," said Build-A-Bear Workshop Founder and Chief Executive Bear Maxine Clark. "The countless hours they selflessly spend devoting their time to raising funds and awareness to help make this world a better place is truly inspiring. We are excited to honor and celebrate with them and hope that others are motivated to do something good as a result."

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Add One/Build-A-Bear Workshop® Huggable Heroes® Named

2007 Huggable Heroes®, stories and information online at www.buildabear.com.

Austin Dorrell, 11, Kansas City, MO
Raises awareness and funds for juvenile diabetes research

Ceri Davies, 17, West Midlands, U.K.
Committed to helping and caring for others

Maddison Babineau, 15, Ontario, Canada
Helped build a village in Kenya

Makenzie Snyder, 16, Bowie, MD
Makes the lives of children living in the foster care system throughout the United States brighter

Rafaello Carone, 6, Dix Hills, NY
Educates and raises awareness in support of children's cancer research

Ryan Swain, 17, North Yorks, U.K.
Raises funds for those in need

Sondra Clark, 17, Nashville, TN
Helps kids in developing countries obtain an education and break the cycle of poverty

Talia Leman, 12, Waukee, IA
Helps kids help others by mobilizing them through highly motivating, empowering initiatives

Whitten Montgomery, 17, Louisville, KY
Raises money to improve the lives of children going through cancer treatments

Zach Bonner, 9, Valrico, FL
Helps kids in distressed situations

**Huggable Hero Associate
Pippa Fisher, 18 - Chimes Shopping Center, U.K.**
Named the 2007 Associate Huggable Hero for her efforts to raise money for various charities

About Huggable Heroes®

Build-A-Bear Workshop® launched the Huggable Heroes program in 2004 as a way to recognize and honor young people that have impacted their own neighborhoods, schools and communities by giving of themselves to others. It is a program that empowers and inspires children to get involved and establish change in their communities and around the world.

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 290 stores in the United States, Canada, the United Kingdom and Ireland. The addition of franchise stores in Europe, Asia, Africa 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.