



love. hugs. peace.

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**NATALIE COLE TO SUPPORT LOVE. HUGS. PEACE.™
MOVEMENT AS MOMENTUM TO HARNESS THE GIVING POWER
OF YOUTH CONTINUES**

Cole, Camp Rock's Meaghan Martin and David Archuleta lend voice and unique renditions to special song that provides inspiration and benefits Save the Children®; nearly 150,000 young people get on board

ST. LOUIS (April 16, 2009) – What do GRAMMY® award-winning singer Natalie Cole, Camp Rock star Meaghan Martin and David Archuleta of “American Idol” fame have in common? They all have joined the 2009 Love. Hugs. Peace.™ movement, a global giving campaign created by Build-A-Bear Workshop® that offers young people around the world fun and simple ways to give back. These artists have added their vocal talents to the movement’s signature song, “Let’s Talk About Love,” each creating a special rendition that helps spread the message of sharing and love and benefits Save the Children.®

“When Build-A-Bear Workshop invited me to be part of its Love. Hugs. Peace. movement, I couldn’t resist,” said Natalie Cole, the latest artist to support the cause. “As a mom, I always tried to instill in my son the importance of giving back. The Love. Hugs. Peace. movement teaches that lesson beautifully.”

Cole’s adult contemporary version of “Let’s Talk About Love” will be released on Saturday, May 2 to celebrate Mother’s Day; Martin’s more pop-style take on the song debuts Friday, April 17. Archuleta’s ballad-type song variation, unveiled in February, is still available, and additional artists are set to jump on board to record the song as the movement continues throughout the year.

Kids (and adults) can visit www.buildabear.com/lovehugspeace or any participating Build-A-Bear Workshop store and receive a free download card of “Let’s Talk About Love” performed by the artist of their choice as a thank you for their \$1 donation to Save the

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Natalie Cole to Support Love. Hugs. Peace. Add One

Children. From April 17 through April 30, for each Meaghan Martin song download, Build-A-Bear Workshop will match its Guests donations up to an additional \$10,000 USD to Save the Children.

To date, with the help of its Guests, Build-A-Bear Workshop has already raised more than \$100,000 to support Save the Children. In addition, nearly 150,000 kids from around the world have joined the movement at www.buildabear.com/lovehugspeace and made a love, hugs or peace pledge to do something small to make the world a better place. Whether it's making a promise to volunteer time to a cause, share a special moment with a friend, assist a grandparent or elderly person, write a thank you note or help save the earth, young people are accepting the challenge to do their part to make a difference one act of kindness at a time.

"Love. Hugs. Peace. is about how everyone, no matter how young or old they are, can help to make the world a better place," said Maxine Clark, founder and chief executive bear of Build-A-Bear Workshop and mastermind behind the movement. "Together friends can make a world of difference, and it can all start with a hug and a song!"

Song Offers Universal Appeal

"Let's Talk About Love" was created to bring the Love. Hugs. Peace. movement to life. Written especially for Build-A-Bear Workshop by Tena Clark, founder and chief executive officer/chief creative officer of DMI Music & Media Solutions, the powerful tune embodies the spirit of giving. Each artist that sings the song lends a unique style and rhythm so that, while the message remains the same, the tune appeals to fans of various ages and music genres.

Eight-time GRAMMY award-winner Natalie Cole's *Still Unforgettable* CD won two GRAMMY Awards and an NAACP Image Award this year. This was the long-awaited follow up to Cole's 1991 critically acclaimed album *Unforgettable ... With Love*, a jazzy tribute to her father Nat King Cole. Cole also is an actress and best-selling author and believes it is good for the soul to do things for others. For more information about Natalie Cole's current tour dates, please visit her website: www.NatalieCole.com.

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Natalie Cole to Support Love. Hugs. Peace. Add Two

Seventeen-year-old Meaghan Martin, who will reprise her character Tess in Disney's upcoming Camp Rock 2, is also a regular on ABC Family's "10 Things I Hate About You."

New Exclusive Merchandise

The Love. Hugs. Peace. movement is represented by three icons: a heart, a teddy bear and a peace sign. These graphic elements will be featured on various Build-A-Bear Workshop fashions and furry friends throughout the year. Plus, an exclusive series of Love. Hugs. Peace. bear-sized tees (prices range from \$5 - \$6.50) has been designed to keep the momentum of the movement going. Build-A-Bear Workshop will donate \$.25 to Save the Children from the sale of these tees. A new Love. Hugs. Peace. rhinestone tank will debut both in-store and online on April 17 to coincide with the launch of Meaghan Martin's song rendition. In addition, a world peace tiny tee also will be available for purchase.

Virtual Components

The movement extends to buildabearville.com[®], the Build-A-Bear Workshop virtual world which today engages more than 8 million citizens. The Chloe Show, the virtual world's celebrity interview segment, will feature a special behind-the-scenes interview with Meaghan Martin from April 17-30. And, when Guests make their \$1 donation to Save the Children to receive the Meaghan Martin song download card, they will also get an exclusive virtual outfit code to use in buildabearville.com[®].

About Build-A-Bear Workshop[®]

Build-A-Bear Workshop, Inc. is the leading and only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. Founded in 1997, the Company and its franchisees currently operate more than 400 Build-A-Bear Workshop[®] stores worldwide, including company-owned stores in the United States, Puerto Rico, Canada, the United Kingdom, Ireland and France, and franchise stores in Europe, Asia, Australia and Africa. In 2007, the interactive experience was enhanced - all the way to CyBEAR[™] space - with the launch of buildabearville.com[®], the company's virtual world stuffed with fun. The company was named to the 2009 FORTUNE 100 Best Companies to Work For[®] list. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$468 million in fiscal 2008. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web site at www.buildabear.com.

About Save the Children[®]

Save the Children[®] reaches girls and boys in the United States and more than 120 countries. The contribution being made to Save the Children through the Build-A-Bear Workshop Love. Hugs. Peace. movement will support its immediate and long-term programs that help ensure children are

protected, healthy and well-nourished, learn and develop, and live in food-secure and economically viable households. For more information visit www.savethechildren.org.

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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.

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