



## FACT SHEET

### THE CONCEPT

Teddy bears are a tangible symbol of love, security and friendship. As children, teddy bears kept us warm at night and comforted us while protecting us from the monster under the bed. As we grew, they came to symbolize romance and love. At all stages of life, teddy bears represent happiness and safety and cheer us up when we are feeling lonely or sad. They are our constant friends, and the bond we develop with them is special.

Build-A-Bear Workshop<sup>®</sup>, Where Best Friends Are Made<sup>®</sup> (NYSE: BBW), debuted in Saint Louis Galleria in October of 1997. It was founded as an interactive entertainment retail experience based on the enduring love and friendship that connects us all to stuffed animals, and especially to our teddy bears.

Build-A-Bear Workshop is a unique and exceptional approach to the entertainment retail industry. The teddy bear theme is carried throughout the store with original teddy bear fixtures, murals and artwork. The store associates, known as master Bear Builder<sup>™</sup> associates, share the experience with Guests at each phase of the bear-making process. Regardless of age, Guests enjoy the highly visual environment, the sounds and the fantasy of this special place while they create a memory with their friends and family.

### HOW TO MAKE A BEAR AT BUILD-A-BEAR WORKSHOP

Guests who visit a Build-A-Bear Workshop store enter a lighthearted teddy-bear-themed environment consisting of fun bear-making stations.

### CHOOSE ME<sup>™</sup>

At **Choose Me**, Guests are introduced to all the furry characters in the store and select one, which soon becomes their new furry friend. Depending on the season, there are typically between 30-35 varieties of stuffed animals including teddy bears, bunnies, dogs, kitties, a frog, or a pony as well as Beary limited<sup>™</sup> edition collectibear<sup>®</sup> friends. Build-A-Bear Workshop stuffed animals are very affordable, ranging in price from \$10- \$25.



### **HEAR ME™**

At **Hear Me**, Guests may select from several sound choices to place inside their stuffed animal to further personalize their new friend. The sound chip is inserted safely inside the new friend during the stuffing process. Guests can record their own 12-second Build-A-Sound® message for \$8. Pre-recorded sounds include giggles, growls, barks, meows and other animal sounds, as well as messages such as “I Love You” or songs like “Let Me Call You Sweetheart.” Single sounds are \$3, and a six-in-one sound is \$5.

### **STUFF ME™ and HEART STUFF**

At **Stuff Me**, with the help of master Bear Builder<sup>sm</sup> associates, Guests fill the new friend with stuffing for just the right amount of huggability. A very special step that is unique to Build-A-Bear Workshop® also happens at this station called Heart Stuff™. Each Guest selects a small satin heart, adds to it his or her own love and wishes, and carefully places it inside their new furry friend. This process, no matter whether it’s a man, woman, boy or girl doing it, is a heart melting experience.

### **STITCH ME™**

At **Stitch Me**, the last seam is neatly pulled shut, nearly completing each new best friend. Before closing the animal, the master Bear Builder associate inserts a barcode, allowing it to be reunited with its owner if ever lost and returned to Build-A-Bear Workshop. Thousands of furry friends have been reunited through our exclusive Find-A-Bear® ID tracking program.

### **FLUFF ME™**

At **Fluff Me**, the Guest brushes the animal at the bear spa to make sure his or her new friend is well groomed and pawfectly huggable!

### **NAME ME™**

Guests then stop at the **Name Me** computer, where they answer several questions about their new furry friend, including the birth date and of course, the name of their new furry friend. This information is compiled and becomes part of a personalized birth certificate for the Guest to take home. Guests can select either English or Spanish.



### **DRESS ME™**

At **Dress Me**, Guests may dress their new friend in the beary latest furry fashions. The bear apparel boutique features clothes and accessories for all occasions. Pawsonal Shoppers, trained in the latest bear-fashion coordination, help Guests select the perfect outfits and accessories for their new best friend. Outfits range from \$5-\$15 and accessories range from \$1-\$15. Build-A-Bear Workshop® even has their own fashion expert, Pawlette Coufur® Fashion Advisor to the Furry Famous.

### **TAKE ME HOME™**

Finally, Guests conclude their bear-making adventure at the **Take Me Home** station, where they are given their customized birth certificate and a special Buy Stuff Club® card to apply towards future purchases. Each new furry friend is then placed in their very own Cub Condo® carrying case, which is designed as a handy travel carrier and new home for their friend.

### **BEAR LIFESTYLE & PARTNERS**

Guests are able to express the true personality of their new best friend by choosing from hundreds of outfits and accessories. Build-A-Bear Workshop stays on the cutting edge of furry style by partnering with fashion leaders. Guests can choose bear-sized Limited Too branded fashions like the styles sold in Limited Too stores. An exclusive partnership with SKECHERS® shoes makes Build-A-Bear Workshop the seller of more bear shoes, sandals, boots, and slippers than any other company worldwide! Build-A-Bear Workshop also licenses a variety of colleges and university logos which are sold on bear-sized tiny tees.

Furry friends can also suit up in officially licensed sports stuff. Build-A-Bear Workshop sells bear-sized Major League Baseball® club uniforms, tees and hats. NBA and WNBA apparel is also available. Team specific items are sold in select markets and all merchandise is available at [www.buildabear.com](http://www.buildabear.com)



Just like human counterparts, furry fashions change seasonally, so there is always something new in store. Furry friends make wonderful gifts for every occasion because Guests can make a gift as unique as the recipient. Guests can also share the fun of making a new best friend by giving Bear Buck\$® gift cards.

### **BUILD-A-PARTY®**

In order to provide the fun of making a bear to groups—birthday parties, scout troops, company outings and family reunions—Build-A-Bear Workshop® offers a Build-A-Party® program. This exclusive service allows Guests to plan and customize their own party with pre-selected animals, clothes and accessories. For birthday parties of six or more Guests, the Guest of Honor receives a free gift, and all party Guests receive a party favor. Guests with scout troops or class trips receive a free Build-A-Bear Workshop logo patch.

### **THE MUSIC**

The original music of Nashville composer Timmy Tappan adds to the fun and excitement of Build-A-Bear Workshop. Tappan has written lyrics and music for such well-known artists as Reba McEntire and Lee Greenwood. Beginning with the theme song “Build-A-Bear Workshop,” the music is an integral part of the store entertainment and features selections written and recorded exclusively for Build-A-Bear Workshop. The *Bear Jammin’ II* compact disc series is available for purchase at the store. For the holiday season, Timmy Tappan also produced a special holiday compact disc, *Holiday Jammin’*, featuring traditional favorites for Christmas, Hanukkah and Kwanza, as well as original songs.

### **THE WEB SITE**

At [www.buildabear.com](http://www.buildabear.com), Guests can visit the official award-winning Web site of Build-A-Bear Workshop. They can purchase a furry friend and all the outfits and accessories needed to customize their new best friend, choosing from the company’s entire selection of animals, outfits and accessories. The Web site is an on-line version of the store with interactive games, e-cards, and invitations.



### **friends 2B made®**

**friends 2B made** is one the newest concept launches from Build-A-Bear Workshop®, the entertainment mall-based retail leader. The new doll product line offers Guests not only the chance to create their very own fashionable friends but also gives them the opportunity to discover a special personality for their very own doll! Throughout this interactive process, Guests have the opportunity to create an emotional bond with their doll and have fun choosing from hip fashions and accessories. With sparkly eyes, manicured toes, super hair and most importantly a friendship to last a lifetime, these dolls are the most wonderful friends a girl could ever wish for! Each outfit comes with 2 free charms, one for the Guest and one for the Guest's new doll, enhancing their collectibility and stylish fun! With this new line of products, the brand continues to offer the highest quality merchandise, marketing and customer service that the Build-A-Bear Workshop brand has established. The merchandise is also value priced with dolls at \$12, accessories ranging from \$2-\$5 and complete outfits from \$8-\$15. **Friends 2B made** won the Chain Store Age 2004 Retail Store of the Year Design Competition-First Prize: Exterior-In-Line Store Category.

In 2004, the company opened two **friends 2B made** stores adjacent to our Build-A-Bear Workshop stores in Easton Town Center in Columbus, Ohio and in the Mall at Robinson in Pittsburgh, Pennsylvania. Three more **friends 2B made** stores will open in 2005, one in the Build-A-Bear Workshop flagship store in New York City and two adjacent to Build-A-Bear Workshop stores at the Mall of America and the St. Louis Galleria.

### **BUILD-A-BEAR WORKSHOP ON TOUR**

In early 2005 the company developed Build-A-Bear Workshop On Tour, a 53-foot trailer that opens into a complete 800 square foot Build-A-Bear Workshop store. This bright yellow and bear-covered mobile store brings the Build-A-Bear Workshop brand and experience directly to people. Build-A-Bear Workshop On Tour is one component of the company's integrated marketing strategy which also includes TV, direct mail, online and event marketing. In 2005, the tour will cover an estimated 40,000 miles to reach Guests at various sporting and family entertainment venues across the country.



Build-A-Bear Workshop<sup>®</sup> On Tour allows Guests to participate in the same bear-making process that can be found at any of the mall-based store locations. Like those stores, Guests of all ages will enjoy the highly visual environment, the cheerful sounds and the fantasy of Build-A-Bear Workshop, while creating memories with their family and friends throughout their entire experience. Build-A-Bear Workshop On Tour celebrated its official premier.

### **FOR A BEARY GOOD CAUSE**

As a part of the company philosophy of giving back to the community, Build-A-Bear Workshop has initiated several key programs to support various causes that help children and animals. Nikki's Bear was created to help children's health and wellness issues including pediatric cancer, juvenile diabetes and autism through programs that provide support, treatment and research. Build-A-Bear Workshop is also part of an exciting and innovative partnership with the World Wildlife Fund (WWF), offering a series of WWF co-branded plush animals in its stores with a portion of the proceeds of sales supporting efforts to protect endangered animals and their habitats. A portion of the proceeds from the Bearemy's Kennel Pals<sup>®</sup> line of dogs supports domestic pet programs and also provides funding to animals in crisis situations through a quarterly grant process. Children's literacy is a cause the company supports through Read Teddy<sup>®</sup>.

### **HUGGABLE HEROES™ PROGRAM**

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 as Build-A-Bear Workshop believes that young people can affect change.

### **STUFFED WITH HUGS™**

Build-A-Bear Workshop started Stuffed with Hugs™ in 2001 as a way to send special teddy bears and their hugs to children in need. Stuffed with Hugs is a one day event that takes place in May where the company invites Guests to visit a Build-A-Bear Workshop store to make a bear for free



to donate. In addition, each time a new Build-A-Bear Workshop® store opens throughout the year, a Stuffed with Hugs event is held to benefit children in need. In May 2005, for the first time in the program's history, Stuffed with Hugs took place in all Build-A-Bear Workshop stores throughout the world. Build-A-Bear Workshop partnered with UNICEF to distribute the bears to children affected by the Tsunami. Since the program started, Build-A-Bear Workshop has been able to donate over 125,000 bears to children in troubled situations.

### **AWARD WINNING BEARS**

Build-A-Bear Workshop continues to redefine the concept of mall-based entertainment retail. In doing so, the company has been recognized by the retail industry with numerous awards including:

- 2005 iParenting Media HOT Award Winner
  - Excellent Product: Toys & Games, 8 to 10 years
- 2005 Best Campaign in Toys/Games
  - Make-your-own Rudolph The Red-Nose Reindeer®
  - 40<sup>th</sup> anniversary cele-bear-ation campaign
  - Kid Power
- Best New Business
- Community Business Awards - Sydney, Australia
- ICSC "2004 Hot Retailer Award
- National Retail Federation's International 2001 Retail Innovator of the Year- Global Winner
- The 1998 Special Judges Award for Creative New Concept
- Best Exterior within a Mall by *Chain Store Age*.

Recently Maxine Clark was named one of the Wonder Women of Toys by *Playthings* magazine and *Women in Toys* and was also the National Finalist in Retail for the Ernst & Young Entrepreneur of the Year 2004.

In addition, Build-A-Bear Workshop has been profiled recently in several published books focusing on innovative and breakthrough business and retail strategies including:

- *Revolutionize Your Customer Experience*



- *Customer Service Excellence 2004: Exemplary Practices in Retail,*
- *The Blockbuster Toy! How to Invent the Next BIG Thing*
- *Brand Child: Remarkable insights into the minds of today's global kids and their relationships with brands,*
- *Priceless: Turning Ordinary Products into Extraordinary Experiences*
- *Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force.*

## **OTHER BACKGROUND**

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; the company currently operates over 190 stores in the United 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, Australia, South Korea and France, Build-A-Bear Workshop has become the global leader in the teddy bear business. In November 2004, the company opened two **friends 2B made**<sup>®</sup> 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](http://www.buildabear.com).

## **TRADEMARKS**

We would like to thank you for your interest in covering our business. As you write your story we would like to ask that you use our full Name: **Build-A-Bear Workshop**<sup>®</sup> and that when referencing the process of making stuffed animals you use the word **"make"** not **"build"**.

**Build-A-Bear Workshop**<sup>®</sup> is our well-known trade name and our registered trademark of **Build-A-Bear Workshop, Inc.** **Build-A-Bear Workshop**<sup>®</sup> should only be used in capital letters to refer to our products and services and should not be used as a verb.