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FOR IMMEDIATE RELEASE

St. Louis Public Schools and Build-A-Bear Workshop® CEB
Empower Local Teachers at DonorsChoose.org

ST LOUIS, MO—September 2, 2008 — This school year, many St. Louis Public Schools (SLPS) teachers returned to their classrooms bursting with ideas to enlighten young minds. Faced with little discretionary funding, many teachers have already spent hundreds of their own dollars to supply resources for their students – 80% of whom qualify for free or reduced-price lunch. Now they need not spend another penny. Thanks to a new partnership with Donorschoose.org, all public school teachers in St. Louis can seek help from individuals who want to directly support classroom needs and project ideas.

Thanks to the participation and outreach of SLPS administrators, principals, and teachers' union representatives, DonorsChoose.org is available to fill classroom needs of all public school teachers throughout St. Louis. DonorsChoose.org is an online resource that allows individuals to browse among thousands of classroom projects submitted by public school teachers and donate to the projects of their choice. Donors can make gifts of any size and choose the specific classroom project that they wish to fund. SLPS anticipates that more than 800 projects from teachers in the greater St. Louis area will be funded this year, with more than 20,000 students positively impacted through this partnership.

SLPS Interim Superintendent Dr. John A. Wright White recognizes how a program like DonorsChoose.org can help address the needs of SLPS teachers.

"Our students deserve the best educational resources possible, but unfortunately, financial restraints often limit creative pursuits," Write states. "The St. Louis Public Schools applauds the innovative efforts of DonorsChoose.org to provide our students with the resources they need to succeed."

DonorsChoose.org's expansion in St. Louis is the direct result of the involvement of Maxine Clark, Chief Executive Bear of Build-A-Bear Workshop®. Clark learned about DonorsChoose.org when she received a DonorsChoose.org GivingCard™ in the mail and applied funds to a classroom project posted on their website.

Soon after receiving the GivingCard, Maxine met with DonorsChoose.org CEO and Founder, Charles Best, to discuss her personal and professional commitment to the public schools of the St. Louis area.

"I received a DonorsChoose.org GivingCard from Crate and Barrel as a thank-you for shopping in their stores," said Maxine. "That's when I discovered this wonderful place where you can do magical things for our nation's public school teachers. DonorsChoose.org is a great way to support and energize teachers and principals while having a huge impact on students. Every teacher needs to be aware of this opportunity as well as everyone in St. Louis who can make a difference"

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In addition to helping expand the program to St. Louis, Clark and other community leaders have provided incentive funding to help SLPS teachers have initial success utilizing DonorsChoose.org. Through Build-A-Bear Workshop, Maxine Clark will provide free DonorsChoose.org/Build-A-Bear Workshop bears for every SLPS teacher who submits a project on the website for the 2008-2009 school year.

"We are thrilled to have the support of the SLPS administration and Maxine Clark as we engage local corporate, foundation and individual sponsors for this extraordinary program," said Kirk Smiley, Associate Director for DonorsChoose.org. "We believe that with their help, and that of communities and individuals throughout Greater St. Louis, we can ensure that our students have the tools and opportunities they need for future success."

About St. Louis Public Schools
St. Louis Public Schools is the district of choice for families in the St. Louis region that provides a world-class education and is nationally recognized as a leader in student achievement and teacher quality. The SLPS mission is to provide a quality education for all students and enable them to realize their full intellectual potential. SLPS also believes that competent, caring, properly supported teachers are essential to student learning.

About Build-A-Bear Workshop, Inc.
Build-A-Bear Workshop, Inc., founded in St. Louis in 1997, is the only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. The company currently operates more than 385 stores worldwide. In December 2007, Build-A-Bear Workshop® extended its in-store interactive experience online with the launch of its virtual world at www.buildabearville.com. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of $474 million in fiscal 2007. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web site at www.buildabear.com.

About DonorsChoose.org
Founded in 2000 by a young teacher at a Bronx high school, DonorsChoose.org has been recognized as "America's most innovative charity" by the Stanford Business School and Amazon.com. DonorsChoose.org is a non-partisan organization and does not endorse any political candidates, nor make contributions to any political campaigns. Since inception, over 49,000 public school teachers across the U.S. have used the site to secure funding for $23 million in books, art supplies, technology, and other resources that their students need for learning. Any individual can give to classroom projects at www.DonorsChoose.org.

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