



Build-A-Bear Workshop® becomes an Official Licensee of Alianza Latina de Béisbol®

STAMFORD, Conn., July 21 /PRNewswire-HISPANIC PR WIRE/ -- Cultiva Entertainment announced today that Build-A-Bear Workshop will exclusively offer uniforms, headwear and apparel for the Alianza Latina de Béisbol brand, which features the Serie del Caribe tournament as part of its product offerings.

Build-A-Bear Workshop has been granted an exclusive multi-year license to produce uniforms and apparel featuring the Alianza Latina de Béisbol participating country designs that include, Mexico, Puerto Rico, the Dominican Republic and Venezuela. Alianza Latina de Béisbol celebrates the Serie del Caribe tournament (Carib Series), the annual championship tournament of Caribbean Winter Leagues endorsed by Major League Baseball(R) for player participation. The upcoming tournament will be hosted in Mexicali, Mexico beginning February 2 through February 7, 2009.

"This is all about fun. Our partnership with Alianza Latina de Béisbol is a great opportunity for us to extend the Build-A-Bear Workshop brand to more of our Guests and to make our products even more relevant to their lifestyles", said Maxine Clark, Build-A-Bear Workshop Chief Executive Bear.

"We are very excited to offer young Hispanic baseball fans the opportunity to celebrate their country pride through Build-A-Bear Workshop," said Anthony Loarte, Principal of Cultiva Entertainment. "Hispanic youths represent a large percentage of the U.S. population and we are pleased to offer them a product that resonates with their affinity to baseball and their culture."

About CULTIVA ENTERTAINMENT

Cultiva Entertainment is the producer of Alianza Latina de Béisbol, whose mission is to entertain the 55+ million Latino baseball fans and salute professional Latino players. Cultiva Entertainment also holds the exclusive licensing rights for the Caribbean Confederation of Professional Baseball and the Serie del Caribe Tournament. Its website, <http://www.ebeisbol.com>, is the official website of the Serie del Caribe. Cultiva also develops, produces and markets Latino Entertainment. For more information on Cultiva, log onto <http://www.cultivaentertainment.com>.

About BUILD-A-BEAR WORKSHOP

Build-A-Bear Workshop, Inc. is the only global company that offers an interactive, make-your-own stuffed animal, retail-entertainment experience. The company currently operates more than 375 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom, Ireland and France, and franchise stores in Europe, Asia, Australia and Africa. Founded in St. Louis in 1997, Build-A-Bear Workshop is the leader in interactive retail. Brands include make-your-own Major League Baseball(R) mascot in stadium locations, Build-A-Dino(R) stores and friends 2B made(R) doll locations. In December 2007, Build-A-Bear Workshop extended its in-store interactive experience online with the launch of its virtual world at <http://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 sites at <http://www.buildabear.com> and <http://www.friends2Bmade.com>.

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