



January 3 – 28

Come to a Build-A-Bear Workshop® store to enter for a chance to be a

Star in Training

NO PURCHASE NECESSARY. Purchase will not increase your chance of winning. Many will enter, one will win. Certain restrictions apply. See Official Rules for details.

You and your best friend could hang out in Los Angeles with a cast member from the new movie *Alice Upside Down* and learn what it takes to be a star!

- Attend a VIP screening of the movie starring Alyson Stoner from *Cheaper By The Dozen 2* and Lucas Grabeel from *High School Musical*
- Take a professional dance lesson or visit with an acting coach
- And more!

Friday – Sunday, January 11 – 13

Get a **FREE** song download from the movie with a purchase (while quantities last)

No purchase necessary. Purchase will not increase your chance of winning. Many will enter; one will win. Open to legal residents of the United States, including the District of Columbia, Puerto Rico and Canada. Residents of the Province of Quebec, Canada must be 13 years of age or older as of January 3, 2008. This Sweepstakes is subject to all applicable federal, state, provincial, local laws & regulations. VOID WHERE PROHIBITED. Sweepstakes begins January 3, 2008 and ends January 28, 2008. Mailed entries must be postmarked by January 28, 2008 and received by February 12, 2008. If entrant is under the age of 21 as of January 3, 2008, parent/legal guardian must sign entry form. Potential Canadian winner (or winner's parent/legal guardian, if winner is a minor) must correctly answer an arithmetic skill-testing question as a condition of winning the prize. Odds of winning depend upon the total number of eligible entries received. Max. ARV of Grand Prize is: USD \$7,500 or CDN \$8,325. Other restrictions may apply; see Official Rules for details. Official Rules and Official Entry Forms are available at participating Build-A-Bear Workshop® stores (while supplies last) and may be printed out at www.buildabear.com. The Sponsor is Build-A-Bear Workshop, Inc., 1954 Innerbelt Business Center Drive, St. Louis, MO 63114-5760.



Come to a Build-A-Bear Workshop® store to make your own

Gem Of A Friend

Precious Pink Teddy

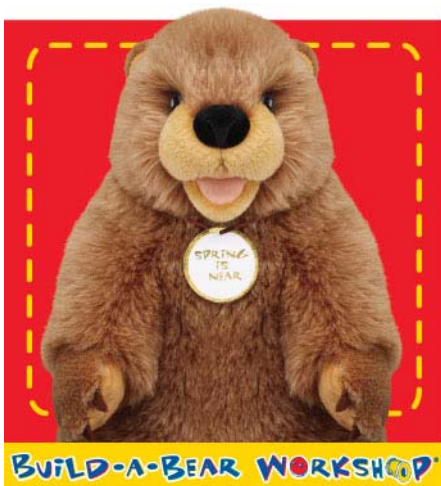
Arrives Friday, January 18

Beary Limited™ edition Collectibear® friend
1st in a 2008 series of 4

\$20 U.S.

(while quantities last)

Individually numbered and includes a collectible pin with gem!



Come to a Build-A-Bear Workshop® store where
The forecast calls fur new friends!
Groundhog

Arrives Friday, January 25

Beary Limited™ edition Collectifriend™

\$18 U.S.

Available only while quantities last!

Includes reversible medallion.



Come to a Build-A-Bear Workshop® store for
A pawsome gift fur your pawfect match!
Hearts Fur You Puppy

Beary Limited™ edition Collectifriend™

\$15 U.S.

(while quantities last)



Come to a Build-A-Bear Workshop® store for
Furry Friends & Fashions They'll Love!



Come to a Build-A-Bear Workshop® store for
Bearish® Valentines

\$4 U.S.

Free virtual gift included on each card for your friends to use in buildabearville.com™, our new virtual world stuffed with fun! Plus a beary special gift for you too!



Bring your new Build-A-Bear Workshop® furry friend to life online in buildabearville.com™ – our new virtual world stuffed with fun!



Through February 8

Come to a Build-A-Bear Workshop® store to

Nominate a kid you know for our

5th Annual Huggable Heroes® Search!

NO PURCHASE NECESSARY. Purchase will not increase your chance of winning. Many will enter, few will win. Certain restrictions apply. See Official Rules for details.

Do you know a young person making a difference in your community? If so, they could be one of 12 winners to each receive \$10,000 USD in prizes!

(a \$7,500 USD college scholarship, \$2,500 USD donation for their special cause and other great rewards)

Visit a store or go to www.buildabear.com for a nomination form.

NO PURCHASE NECESSARY TO ENTER OR TO WIN. Entry to the Contest is free. Purchase will not increase your chance of winning. The Build-A-Bear Workshop® Huggable Heroes® contest begins 12:00:01 a.m. ET (05:00:01 GMT) December 7, 2007 & ends 06:59:59 p.m. ET (23:59:59 GMT) February 8, 2008. Subject to the Official Rules (of which these abbreviated Official Rules are from) available with Contest Entry forms in-store at participating Build-A-Bear Workshop locations in the U.S., D.C., Puerto Rico, Canada, U.K., Ireland & France or online at www.buildabear.com (Canadian residents go to www.buildabear.ca, U.K./Ireland residents go to www.buildabear.co.uk; France residents go to www.buildabear.fr.) To enter, Nominator must submit an original, printed or typed, 100–300 word essay about someone or themselves, who has made a difference to the quality of life in their community, complete an Entry form and mail together in a SAE to “Huggable Heroes Contest Entry” at one of the following addresses: **U.S./D.C./P.R.:** PO Box 9214, Medford, NY 11763-9214. **CAN:** P.O. Box 10001, 5576 Yonge Street, North York, Ontario, M2N 0B6, Canada. **UK/Ireland:** PO Box 1002, Crawley RH10 9LA. **France:** c/o Saturn Corporation France, 33, rue Denis Papin, 59650 VILLENEUVE D’ASCQ. To be eligible, entries must be officially postmarked no later than February 8, 2008. Entries must include signature of Nominee and Nominator; and parent/guardian of a Nominee and Nominator if either is not of age of majority in their state/province of residence. Nominator and Nominee must be legal residents of the 50 United States, D.C, P.R, Canada, the U.K., Ireland or France. Nominee must be 18 years of age or under on February 8, 2008. Subject to all applicable federal, state, provincial and local laws & regulations. Void outside the US, PR, UK, Ireland, FR and CAN and where prohibited. **Prizes awarded to Nominees.**

All eligible Entries will be judged to ascertain if Nominees qualify as Semifinalists and notified by mail no later than March 18, 2008. The highest scoring 32 Semifinalists will be deemed Finalists and notified by mail no later than April 17, 2008. Finalists may then be contacted by Sponsor and may be required to complete a telephone interview. Finalists will be re-judged to determine the Winners (see Official Rules for details) and notified by mail no later than May 21, 2008. The Official Rules provide full details of the judging criteria and the division of Semifinalists, Finalists and winners across the participating territories.

PRIZES: Twelve (12) Huggable Heroes Grand Prizes (see Official Rules for full details) (7 from the U.S./ D.C./P.R., 2 from the U.K./Ireland, 2 from CAN and 1 from FR): A \$7,500 USD educational savings scholarship; a \$2,500 USD donation toward Winner’s designated cause; a trip to a city in the U.S. chosen by Sponsor for Nominee and one Guest for a professional photo shoot; and the potential to be featured in the Build-A-Bear Workshop 2009 calendar. US charitable donation prize will be issued from Build-A-Bear Workshop Foundation. Trip portion of prize includes: Roundtrip standard class air transportation from airport nearest to winner’s residence to designated city; minimum of two (2) nights double occupancy standard hotel accommodations, and ground transportation to/from airport/hotel at destination city only. The air transportation, ground transportation, and accommodations will be at the sole discretion of the Sponsor. Winner must be accompanied by the parent/guardian that consented to the entry or another family member (over the age of majority in their state/province of residence) that such parent/guardian consents to in writing. Winner and accompanier are responsible for all costs and expenses not specifically mentioned above or in the Official Rules. Winners must be able to travel on a date specified by Sponsor in July 2008 or prize may be forfeited. Approximate Retail Value (ARV): \$14,000 USD each. (32) Finalist Prizes: A \$50 Build-A-Bear Workshop gift card, ARV: \$50 USD each. Up to 141 Semifinalist Prizes (In the event no eligible entries are received in a single market, no prize will be awarded in such market): A \$15 Build-A-Bear Workshop gift card, ARV: \$15 USD each. All prizes awarded in winners local currency. Total ARV of all prizes: \$171,715 USD. Some entries may be judged (per the criteria set forth in the official rules) and additional portions of the grand prize may be awarded.

Many will enter but only 12 will win.

Sponsor: Build-A-Bear Workshop, Inc., 1954 Innerbelt Business Center Drive, St Louis, MO 63114