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Pulaski Furniture Corporation Signs New Licensing Agreement with Top Brand for Kids

Company to Launch Build-A-Bear Workshop® Home Collection™

PULASKI, VA. – June 2006 – How do you make 11 million kids “beary” happy to make their own beds, while also tapping into a \$176 billion market? Pulaski Furniture Corporation, one of the nation’s top 30 furniture manufacturers, today announced it had signed a master licensing agreement with Build-A-Bear Workshop® to develop the nation’s first line of furniture, as well as a full complement of home items, that will be designed by kids for kids.

“With more than 60 percent of mothers saying they would purchase a furniture line designed and endorsed by Build-A-Bear Workshop® and more than 85 percent of mothers purchasing products requested by their children, our agreement with Build-A-Bear Workshop® allows Pulaski to tap into \$40 billion in buying power among the 5-14 year-olds, in addition to the market spending of parents,” said Larry Webb, President and CEO of Pulaski Furniture Corporation. “More importantly, the agreement allows Pulaski to develop and deliver a collection of furniture that kids relate to – leveraging the name, values and concepts of one of the most huggable and innovative retail brands in the country.”

Industry reports show the Build-A-Bear Workshop® brand tops the charts in brand awareness, scoring 72 percent in aided recall. Additional consumer research conducted for Pulaski by Maria Bailey, nationally recognized for her work in marketing to moms and children, and author of *Trillion Dollar Moms* and *Marketing to a New Generation of Mothers*, shows 64 percent of moms say they would prefer to buy furniture designed by kids for kids.

“We have been looking for the right brand to partner with in building our youth collections,” said Jim Kelly, Executive Vice President of Marketing and Product Development for Pulaski. “Build-A-Bear Workshop® not only tops brand awareness charts, it fits Pulaski strategically and culturally. In fact, our employees are as excited as we are.”

“From the retail perspective, working with Build-A-Bear Workshop® is a double win,” said David Corbin, Vice President of Marketing. “Build-A-Bear Workshop® brings an established retail presence and a track record of experience with more than 11 million potential new customers for Pulaski.”

“We will also serve an unmet need at Build A Bear Workshop®. Our research shows that 88 percent of people would be open to receiving furnishing ideas and special offers for children’s furniture while in a Build-A-Bear Workshop® store,” Corbin added. “It’s a winning proposition from all perspectives.”

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According to Bill Sibbick, Senior Vice President of Sales, the agreement gives Pulaski master licensing responsibilities for development of the Build-A-Bear Workshop® Home Collection™ brand which will include home items in addition to furniture.

Working with Build-A-Bear Workshop® and select furniture retail partners, Pulaski began recruiting an official Build-A-Bear Workshop® Home™ collection kids advisory council in April. The collection's initial design team will be made up of kids and Pulaski designers.

In addition to being designed by kids for kids, children will be able to personalize their furniture through interactive kiosks at furniture stores, using the same colorful, kid-friendly language and activities which add so much to the Build-A-Bear Workshop® experience.

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. Founded in St. Louis in 1997, the company currently operates more than 240 stores in the United States, Canada and the United Kingdom. The addition of franchise stores in Europe, Asia and Australia make Build-A-Bear Workshop® the leader in interactive retail. In November 2004, the company expanded its concept from stuffed animals to dolls with the opening of its first friends 2B made® stores, in which Guests can make their own doll friends. In April 2006, Build-A-Bear Workshop® acquired The Bear Factory Limited and Amsbra, Ltd. adding company-owned stores in the United Kingdom and Ireland. Build-A-Bear Workshop® (NYSE: BBW) posted total revenue of \$362 million in fiscal 2005. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web sites at www.buildabear.com and www.friends2Bmade.com.

Pulaski Furniture Corporation

In an industry where timing is key, and riding a new trend can tip the scales of success and failure, Pulaski Furniture Corporation stays light years ahead the old fashioned way – by listening and responding to the recommendations of its consumers. Founded half a century ago in Pulaski, Virginia, the company adopted the name of the town as its own and was originally established as a maker of bedroom and dining room furniture. From that point on, Pulaski rapidly carved out a niche for itself by becoming a leader in the production of curio cabinets, home accents and branded furniture collections.

Today, Pulaski Furniture Corporation is one of the top 30 furniture companies serving independent furniture retailers, regional chains, national chains, department stores and catalog merchants throughout the United States. The company is known for leadership in design, progressive marketing and expertise in global sourcing. It is further distinguished by patent-pending technology that includes the newly introduced Insight Lighting System™ by Pulaski Furniture Corporation, the patented "Herculock™" bed system (US Patent #6679645) and two-way sliding curio doors (US Patent #6793298).

Pulaski continues to build its portfolio of licensed and proprietary brands. In addition to the debut of the new Build-A-Bear Workshop® Home Collection™, the company manufactures the Keepsakes® brand of curios, and Casa Cristina™ and Antiques Roadshow™ branded furniture collections.

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***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® and that when referencing the process of making stuffed animals you use the word "make" not "build."