

Item 2.02. Results of Operations and Financial Condition.

On July 30, 2009, Build-A-Bear Workshop, Inc. (the “Company”) issued a press release announcing, among other things, total revenue, net retail sales, charges related to the closure of its friends 2B made concept and losses related to its investment in Ridemakerz, LLC, net loss, and diluted loss per share for the second quarter (13 weeks ended July 4, 2009) and first six months of fiscal 2009 (26 weeks ended July 4, 2009). The press release also included the Company’s outlook for fiscal 2009 capital expenditures, cost reduction initiatives, and store openings.

A copy of the press release is furnished as Exhibit 99.1 hereto and is incorporated by reference herein. The description of the press release contained herein is qualified in its entirety by the full text of such exhibit.

The information furnished in contained or incorporated by reference into this Item 2.02, including Exhibit 99.1 attached hereto, is being furnished and shall not be deemed “filed” for purposes of Section 18 of the Securities and Exchange Act of 1934 (the “Exchange Act”) or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any general incorporation language in such filing. In addition, this report (including Exhibit 99.1) shall not be deemed an admission as to the materiality of any information contained herein that is required to be disclosed solely as a requirement of this Item.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

Exhibit Number Description of Exhibit

99.1 Press Release dated July 30, 2009

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

BUILD-A-BEAR
WORKSHOP, INC.

Date: July 30, 2009 By: /s/ Tina Klocke

Name: Tina Klocke
Title: Chief
 Operations
 and
 Financial
 Bear,
 Secretary
 and
 Treasurer

EXHIBIT INDEX

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