

## **OFFICIAL TERMS AND CONDITIONS**

**Promotion Timing:** The "Jr. CyBearGuide" Promotion ("Promotion") begins at 6:00:00 a.m. Eastern Time ("ET") on May 13, 2009 and ends at 11:59:59 p.m. ET on May 19, 2009.

**Overview:** During the Entry Period registered Guests of Build-A-Bearville™ who are a Jr. CyBearGuide™ member and have an active buildabearville.com® account are invited to visit [www.buildabearville.com](http://www.buildabearville.com) every day May 13 2009 – May 19, 2009 to gain one (1) entry into the drawing. You **must** go to [www.buildabearville.com](http://www.buildabearville.com) and log into your account at least one (1) time per day for each of the seven (7) days of the Promotion. A day is defined 12:00:00 AM EST – 11:59:59 PM EST except for the first day of the promotion by which a day is defined as 6:00:00 AM ET – 11:59:59 PM ET.

**Eligibility:** Open to anyone who is a Jr. CyBearGuide member and have an active buildabearville.com account as of May 12, 2009. There is no cost to be a Jr. CyBearGuide member or have a buildabearville.com account on the Build-A-Bearville online site. Individuals employed by or otherwise associated with Build-A-Bear Workshop, Inc.® ("Sponsor"), their promotional partners, agencies, affiliates, subsidiaries, members of their immediate families and persons living in the same household of these individuals are ineligible.

**Virtual Prizes:** 100 Jr. CyBearGuide members will receive 5 Bearville Outfitters™ credits, 5,000 Bear Bills™ and the ability to customize your backpack unlimited times for one (1) month. Prizes have no real world monetary value.

**Prize Restrictions:** All prizes will be awarded. Prizes are non-transferable and can not be exchanged or substituted except at the discretion of the Sponsor. Prizes are virtual digital prizes that can only be used within [www.buildabearville.com](http://www.buildabearville.com) by the Jr. CyBearGuide they are awarded to and have no real world monetary value. The customization of your backpack portion of your prize is unlimited for one (1) month of the date of winner Notification on May 20, 2009 which means you will have the ability to use this portion of the prize through 11:59:59 p.m. ET on June 19, 2009.

**Winner Notification:** If you are one of the 100 winners you will receive a BearMail™ on May 20, 2009 no later than 7:00 p.m. ET notifying you that your prize has been placed in your account.

**Random Drawing:** Virtual Prizes will be awarded in a random drawing conducted by Sponsor, and overseen by an independent judging organization, on May 20, 2009, from among all eligible entries received. Odds of winning a Virtual Prize depend upon the total number of eligible entries received. Decisions of the judges will be final and binding on all matters relating to this Sweepstakes.

**General Conditions:** Limit of one entry per Jr. CyBearGuide members. Entries made under multiple identities or through the use of any agent or other device or artifice to enter multiple times will be deemed invalid. By participating in this Promotion, Guests agree to comply with these Terms & Conditions as well as the Terms & Conditions of Build-A-Bearville which is available online at <http://www.buildabearville.com/terms.html> and any modified version of the same. Sponsor has the sole discretion to interpret and apply the Terms and Conditions for the Promotion. All questions or disputes regarding the Promotion will be resolved by Sponsor at its sole discretion, whose decisions will be final and binding in all respects. Guests acknowledge that Sponsor reserves the right to cancel or modify the Promotion at anytime. Should this occur, notice will be posted at the Build-A-Bearville site. Sponsor nor its respective affiliates, subsidiaries, advertising and promotion agencies, or Internet access providers are responsible for incorrect entry of information by guests in the Promotion; for technical malfunctions of any network or computer equipment software or any combination thereof or lost/delayed data transmission, or for entries that are incomplete, late, lost or misdirected. Promotion is void where prohibited or restricted by law. If Sponsor determines in its sole discretion that there is any suspected or actual electronic tampering with the Competition or if technical difficulties compromise the integrity of the Promotion, the Sponsor at its sole discretion reserves the right to cancel or modify the Promotion. Should the Promotion be terminated prior to the stated expiration date, notice will be posted on the Build-A-Bearville site and the drawing will be conducted from among all non-suspect entries received prior to such time of cancellation. Any attempt by a Guest or any other individual to deliberately damage or undermine the legitimate operation of the Promotion is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor's decisions will be final in all matters relating to the Promotion. U.S. law governs this promotion.

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