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FOR IMMEDIATE RELEASE

**KINGSTON PLANTATION OFFERS KIDS SOME FURRY FUN**  
*Build-A-Bear package provides guests with beach and bears!*

MYRTLE BEACH, S.C. – (Aug. 26, 2005) – Kingston Plantation has reported an increase in bear sightings since it teamed up with the Build-A-Bear Workshop to provide guests with its Furry Fun Package. Bears with hats, bears with glasses and even bears with roller blades have hit the grand strand beach.

The Furry Fun Package includes luxurious room accommodations along with an exclusive Build-A-Bear experience. Guests receive a Bear Bunk Trunk carrying case and everything else the furry friend will need to enjoy an oceanfront stay including pillow and blanket set, dental kit (with toothpaste, toothbrush and floss), personalized birth certificate, Bear size t-shirt and a \$5 Build-A-Bear Workshop Gift Card.

Build-A-Bears are not your average bears. This international brand offers a fun experience for kids of all ages to build a customized bear or to choose from nine other animal friends with prices starting at \$10. The ‘pawed pals’ come to life as kids create personalities with sound messages, stuffing, outfits and even accessories.

“We know our guests take home great memories when they vacation with us at Kingston Plantation,” says Bob Barenberg, general manager. “This program provides our younger guests to take home a new friend as well.”

Build-A-Bear Workshop, Inc. (NYSE: BBW), is the only national company that offers guests an interactive make-your-own-stuffed animal retail-entertainment experience. The first store opened in St. Louis in 1997; the company operates more than 190 stores in the United States and Canada. With the opening of its store in Sheffield, England, in the fall of 2003 and the addition of international stores in Japan, Denmark, Australia, South Korea and France, Build-A-Bear Workshop has become the global leader in the teddy bear business. In Myrtle Beach, Build-A-Bear Workshop is located on the 17 Bypass between 21<sup>st</sup> and 29<sup>th</sup> Avenues.

Located in the heart of the famed Grand Strand in Myrtle Beach, Kingston Plantation is one of the largest and most comprehensive oceanfront resorts on the East Coast. In addition to the Embassy Suites, the 145-acre property offers more than 1,300 choices in accommodations including the newly refurbished 385-room Hilton Myrtle Beach Resort, private villas, townhomes and condominiums. Guests enjoy access to extensive recreational and meeting facilities including a 50,000 square-foot Sport & Health Club with indoor and outdoor pools, nine lit tennis courts, pro shop and state-of-the-art fitness equipment; Splash!, an oceanfront waterpark and lazy river; 72-par Rees Jones-designed Arcadian Shores Golf Course; and a host of seasonal activities for adults and children. **For more information, call 800-876-0010 or visit [www.kingstonplantation.com](http://www.kingstonplantation.com).**

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