



Build-A-Bear Workshop, Inc. Names Kenneth Wine Chief Merchandise Bear

December 3, 2012

ST. LOUIS--(BUSINESS WIRE)--Dec. 3, 2012-- Build-A-Bear Workshop, Inc. (NYSE: BBW), an interactive entertainment retailer of customized stuffed animals, today announced the appointment of Kenneth Wine to the newly created position of chief merchandise bear, effective Dec. 3, 2012. Wine, 49, will lead the Build-A-Bear Workshop® Product Development, Quality Assurance, Sourcing and International Merchandise teams to drive product innovation, sales growth and profitability. He will report to Maxine Clark, Build-A-Bear Workshop founder and chief executive bear.

“Ken brings a wealth of retail experience to the company and we are fortunate to have him join our team,” said Ms. Clark. “He takes on this new leadership position to intensify company-wide merchandise focus and to help drive our business with new and innovative products. Ken will play a key role in the strategic perspective and execution of our brand.”

Prior to joining Build-A-Bear Workshop, Wine was senior vice president of merchandising, sourcing, design, and product development at Weissman Designs for Dance and held senior merchandising positions with Oriental Trading Company, Lands’ End and Mattel Inc. at American Girl. Mr. Wine earned his bachelor’s degree at Skidmore College in Saratoga, New York.

About Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. There are more than 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom and Ireland, and franchise stores in Europe, Asia, Australia, Africa, the Middle East, Mexico and South America. Founded in St. Louis in 1997, Build-A-Bear Workshop is the leader in interactive retail. Brands include make-your-own Major League Baseball® mascot in-stadium locations, and Build-A-Dino® stores. Build-A-Bear Workshop extends its in-store interactive experience online with its award winning virtual world website at bearville.com™. The company was named to the FORTUNE 100 Best Companies to Work For® list for the fourth year in a row in 2012. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$394.4 million in fiscal 2011. For more information, call 888.560.BEAR (2327) or visit the company's award-winning website at buildabear.com®.

TRADEMARKS

We would like to thank you for your interest in covering our business. As you write your story, we would 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.” Build-A-Bear Workshop is our well-known trade name and our registered trademark of Build-A-Bear Retail Management, Inc.

Build-A-Bear Workshop® should only be used in capital letters to refer to our products and services and should not be used as a verb.

Source: Build-A-Bear Workshop, Inc.

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