



Build-A-Bear Workshop Named to FORTUNE Magazine's 2013 "100 Best Companies to Work For" List For Fifth Consecutive Year

January 17, 2013

ST. LOUIS--(BUSINESS WIRE)--Jan. 17, 2013-- For the fifth consecutive year, [Build-A-Bear Workshop](http://Build-A-Bear-Workshop.com)® has been named one of FORTUNE Magazine's "100 Best Companies to Work For" and is the only toy retailer on this year's list. The full list, company profiles and related stories will be available online at Fortune.com/BestCompanies or in the February 4 print issue of FORTUNE.

"Being named to this prestigious list again this year is the result of the hard work and dedication of our associates. It is the mission of Build-A-Bear Workshop to be fun for our Guests and our teams. We consistently work together towards this goal and have achieved incredible success, including this high honor," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "I am very proud of our associates and the memorable experience they provide every day to our Guests."

Since Build-A-Bear Workshop was founded 16 years ago, over 115 million stuffed animals and friends have been made. The company has shared the hug of a teddy bear whenever needed in local communities and abroad. With the help of its Guests and associates, Build-A-Bear Workshop has donated more than \$32 million to causes such as children's health and wellness, literacy and education, animals, disaster relief and the environment.

About the FORTUNE "100 Best Companies to Work For"

To pick the 100 Best Companies to Work For, Fortune partners with the Great Place to Work Institute to conduct the most extensive employee survey in corporate America: 259 firms participated in this year's survey. More than 277,000 employees at those companies responded to a survey created by the institute, a global research and consulting firm operating in 45 countries around the world. Two-thirds of a company's score is based on the results of the institute's Trust Index survey, which is sent to a random sample of employees from each company. The survey asks questions related to their attitudes about management's credibility, job satisfaction, and camaraderie. The other third is based on responses to the institute's Culture Audit, which includes detailed questions about pay and benefit programs and a series of open-ended questions about hiring practices, methods of internal communication, training, recognition programs, and diversity efforts. After evaluations are completed, if news about a company comes to light that may significantly damage employees' faith in management, we may exclude it from the list. Any company that is at least five years old and has more than 1,000 U.S. employees is eligible.

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 fifth year in a row in 2013. 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.

Build-A-Bear Workshop, Inc.

Jill Saunders, 314-423-8000 ext. 5293

314-422-4523 (cell)

JillS@buildabear.com

or

Shannon Lammert, 314-423-8000 ext. 5379

314-556-8841 (cell)

ShannonL@buildabear.com