



Build-A-Bear Workshop Launches New Girl Scouts Thin Mints Bear

January 29, 2013

ST. LOUIS--(BUSINESS WIRE)--Jan. 29, 2013-- [Build-A-Bear Workshop®](#), the interactive retailer of customized stuffed animals, announced today the continuation of its product licensing relationship with Girl Scouts of the USA with the launch of a new bear representing America's favorite Girl Scout Cookie.

Arriving February 1, the new Girl Scouts Thin Mints® Bear (\$15) is inspired by the largest girl-led business in the U.S., where girls learn essential life skills such as goal setting, money management, decision making, people skills and business ethics.

Build-A-Bear Workshop Founder and Chief Executive Bear Maxine Clark is a Girl Scout alumna and strongly believes the skills she acquired attributed to her success. "Selling Girl Scout Cookies was one of my first entrepreneurial experiences," said Clark. "Through my volunteering as a Girl Scout, I learned the importance of giving back and thanks to the mentors I had, I have been able to create a successful business with heart."

With this introduction, Build-A-Bear Workshop continues to offer unique Girl Scout inspired products. Last March, the company launched the first ever make-your-own Girl Scouts 100th Anniversary Bear in honor of the Girl Scouts' 100th anniversary. In addition to this special bear, the company offers the following licensed products:

- Girl Scout Daisy Uniform (\$12.50)
- Girl Scout Brownie Uniform (\$12.50)
- Girl Scout Junior Uniform (\$12.50)
- Girl Scout Cadette/Senior/Ambassador Uniform (\$12.50)
- Girl Scout Cookie Hoodie & Skirt Outfit (\$12.50)
- Girl Scout Panties (\$3.50)

"We are pleased to have Build-A-Bear Workshop as a licensee," said Barry Horowitz, vice president and general manager, Girl Scout Merchandise. "The new Girl Scouts Thin Mints Bear provides parents, caregivers and girls a fun new way to interact with our brand and helps them understand the importance of the Girl Scout Cookie Program."

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.

About Girl Scouts of the USA

Founded in 1912, Girl Scouts of the USA is the preeminent leadership development organization for girls, with 3.2 million girl and adult members worldwide. Girl Scouts is the leading authority on girls' healthy development, and builds girls of courage, confidence, and character, who make the world a better place. The organization serves girls from every corner of the United States and its territories. Girl Scouts of the USA also serves American girls and their classmates attending American or international schools overseas in 90 countries. For more information on how to join, volunteer or reconnect with, or donate to Girl Scouts, call 800-GSUSA-4-U or visit www.girlscouts.org.

Source: Build-A-Bear Workshop, Inc.

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