



Build-A-Bear Workshop Makes a Splash with New SpongeBob SquarePants Collection

May 15, 2013

Company introduces collection of plush friends based on the global pop culture icon

ST. LOUIS--(BUSINESS WIRE)--May. 15, 2013-- [Build-A-Bear Workshop](#)[®], the interactive entertainment retailer of customizable stuffed animals, announced today a new relationship with Nickelodeon to bring the hit animated series, [SpongeBob SquarePants](#), to Build-A-Bear Workshop. Beginning May 17, the company will offer make-your-own [SpongeBob](#) and Patrick (\$23 each) at Build-A-Bear Workshop stores throughout North America and online at [buildabear.com](#)[®]. SpongeBob's Bikini Bottom friends Sandy Cheeks and Gary the Snail will also be available as pre-stuffed minis for \$10 each.

"For the first time ever, Build-A-Bear Workshop Guests can finally take home the underwater fun of SpongeBob SquarePants and his friends," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "We are excited to be working with Nickelodeon to bring this iconic series and its loveable characters to life at Build-A-Bear Workshop."

"We are thrilled to bring the amusement and excitement of SpongeBob SquarePants and his friends to Build-A-Bear Workshop stores across the country," said Manuel Torres, Senior Vice President Global Toys and Electronics for Nickelodeon Consumer Products. "The plush and accessories available will give fans of all ages a whole new way to experience the world of Bikini Bottom."

Build-A-Bear Workshop stores nationwide will be celebrating the arrival of [SpongeBob](#) with a series of special events from May 17 through May 19. Guests will be encouraged to dress up in their favorite SpongeBob-themed apparel. Additionally, Guests who purchase a SpongeBob or Patrick plush will receive a free paper pineapple hat while making one of these new furry friends.

Guests can dress their SpongeBob and Patrick plush in a variety of clothing and accessories including:

- SpongeBob's Pirate Costume (\$13.50)
- Patrick's Pirate Costume (\$12.50)
- Pineapple House (\$12)
- SpongeBob SquarePants Song Sound Chip (\$7)

Additionally, any furry friend can dress up in the following outfits to join the Bikini Bottom fun:

- SpongeBob PJ Pants (\$7)
- SpongeBob T-shirt (\$7)

About SpongeBob SquarePants

Since its launch in July 1999, *SpongeBob SquarePants* has emerged as a pop culture phenomenon. The series currently ranks as the number-one animated series with kids 2-11; and over the past several years, it

has averaged more than 100 million total viewers every quarter across all Nickelodeon networks. *SpongeBob SquarePants* is executive produced by creator Stephen Hillenburg, who previously worked as a writer, director and creative director on Nickelodeon's animated series *Rocko's Modern Life*. Paul Tibbitt served as a director and writer on *SpongeBob SquarePants* for its first three seasons and is currently executive producer.

About Nickelodeon

Nickelodeon, now in its 34th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, and feature films. Nickelodeon's U.S. television network is seen in almost 100 million households and has been the number-one-rated basic cable network for 18 consecutive years. For more information or artwork, visit www.nickpress.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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 \$380.9 million in fiscal 2012. 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.

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