



## **Build-A-Bear Workshop Receives DSA Industry Excellence Award for Newly Imagined Store**

May 28, 2013

ST. LOUIS (May 28, 2013) - [Build-A-Bear Workshop®](#), the interactive entertainment retailer of customizable stuffed animals, is proud to announce it has received a 2013 DSA Industry Excellence Award in the Best Retail Deployment- Digital Signage category. The award was presented by the Digital Screenmedia Association for the newly imagined Build-A-Bear Workshop store design which merges the hands-on bear-making experience with state-of-the-art interactive technology. The company has opened nine store in this new format since fall 2012 and plans to redesign between 40 and 50 locations by the end of 2014.

"At Build-A-Bear Workshop, we are highly committed to continually innovating and providing breakthrough experiences for today's generation of kids," said Dave Finnegan, Chief Information and Interactive Bear. "It is an incredible honor to receive this award for our newly imagined stores."

*The [2013 DSA Industry Excellence Awards](#), which recognize the best digital signage, mobile, self-service and interactive kiosk technology projects were presented recently at an event in conjunction with the Digital Screenmedia Symposium. The awards were presented during an awards dinner at the Hilton DFW Lakes, in conjunction with the Digital Screenmedia Symposium.*

### **About the Newly Imagined Build-A-Bear Workshop Stores**

Build-A-Bear Workshop, the interactive entertainment retailer of customized stuffed animals, has created a newly imagined store that merges the love of a teddy bear with the best of technology. In 2013, the newly imagined store received the DSA Industry Excellence Award in the Best Retail Deployment- Digital Signage category, the Digital Signage Expo 2013 Award of the Year, and a Gold Apex Award in Retail. In 2012, it received a Retail TouchPoints Customer Engagement Award for in-store experience and was the first brick and mortar store to receive the WiredTrust Socially Safe Seal. By 2014, the company expects to refresh 40 to 50 locations with either full or partial elements of the new design format. To take a virtual tour of the imagined Build-A-Bear Workshop store visit: <http://bit.ly/QAoJqJ>.

### **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](http://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](http://buildabear.com)®.

Join us on all of our social spaces to get exclusive content and stay up-to-date on the most current promotions:

- Facebook: [www.facebook.com/buildabear](http://www.facebook.com/buildabear)
- Twitter: [www.twitter.com/buildabear](http://www.twitter.com/buildabear)
- Pinterest: [www.pinterest.com/buildabear](http://www.pinterest.com/buildabear)
- Instagram: Search for username buildabear on Instagram
- iPhone app: [www.buildabear.com/app](http://www.buildabear.com/app)
- Blog: <http://blog.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.

### **Contact:**

Jill Saunders  
314-423-8000 ext. 5293  
314-422-4523 (cell)  
[JillS@buildabear.com](mailto:JillS@buildabear.com)

Shannon Lammert  
314-423-8000 ext. 5379  
314-556-8841 (cell)  
[ShannonL@buildabear.com](mailto:ShannonL@buildabear.com)