



## Give a Gift to RememBEAR From Build-A-Bear Workshop

September 25, 2013

ST. LOUIS, MO -- (Marketwired) -- 09/25/13 -- Give the Build-A-Bear Workshop® (NYSE: BBW) gift of friendship this holiday season. There is something for everyone on your gift list -- including holiday favorites, new MY LITTLE PONY friends, winter-themed stuffed animals, personalized picks, gifts that give back, stocking stuffers and more. Of course, you can always give the Build-A-Bear Workshop experience with a Bear Buck\$® gift card to make memories that last a lifetime.

### **Christmas Classics**

Make everyone's season beary and bright with classic Christmas friends.

Make-your-own **Rudolph the Red-Nosed Reindeer** (\$25) and his special friend **Clarice** (\$25) they are sure to light up your holidays. Dress Rudolph in a holiday sweater (\$8.50), red bell collar (\$4), snowflake hat and scarf (\$8.50), and Rudolph slippers (\$6.50 per pair). Rudolph has a light up nose -- you could even say it glows! Plus, you can add the "Rudolph the Red-Nosed Reindeer" sound (\$7) to Rudolph, Clarice or any furry friend!

Clarice has a light up heart and is ready for holiday fun in a polka dot dress (\$10.50), red bell collar (\$4) and red sparkle bow flats (\$7.50 per pair). Together, this deer and doe duo make the perfect gift for children, and adults who are kids at heart.

At Build-A-Bear Workshop, you will find even more holiday favorites for under the tree. For the first time ever, the company will have its own version of the classic holiday tale, "Twas the Night Before Christmas." Kids can cuddle up with **Wishes Santa** (\$20) and **Merry Mouse** (\$18) as they read "**Twas the Fun Before Christmas**" written by Michelle Bain (available November 1 for \$3.99). The book is a great stocking stuffer and can be used as a gift card holder. It also includes holiday stickers and a bookmark.

Wishes Santa looks jolly in his signature outfit (\$12.50) and hat (included), wire frame glasses (\$4.50) and black rubber boots (\$7.50). Add Santa's famous "Ho, Ho, Ho" sound (\$5) or the holiday jingle "Up on the Housetop" (\$7).

Merry Mouse is ready to nestle all snug in his bed in snowflake pajamas (\$10.50) and a red Santa hat (\$3.50).

**Frosty the Snowman** (\$23) comes complete with a top hat and jolly, happy soul. Shown here in his Frosty the Snowman accessory set (\$8.50). Add the song, "Frosty the Snowman" (\$7) to make him really come to life.

## **MY LITTLE PONY**

Build-A-Bear Workshop brings the magic and friendship of MY LITTLE PONY to Guests everywhere this holiday season with make-your-own characters.

**FLUTTERSHY**® (available November 29), **PINKIE PIE**®, **RAINBOW DASH**®, and **PRINCESS TWILIGHT SPARKLE**® (\$25 each) are ready for new adventures.

Personalize these pony friends with clothing and accessories to make the perfect gift. Dress them in their signature capes (\$13.50) or a variety of other fashions.

Their colorful manes can be brushed, combed and braided with an exclusive rainbow hairbrush (\$3.50), available only at Build-A-Bear Workshop.

## **Winter Favorites**

When you are looking for cool gifts, Build-A-Bear Workshop has you covered with winter-themed furry friends.

**Pinky the Penguin** (\$18) is ready for snow in her pink snowflake sweater set (\$12.50), white faux-fur puffer coat (\$11.50), white sparkle faux-fur bow (\$3) and white faux-fur boots (\$9).

**Pengy the Penguin** (\$18) is super chill in his skull sweater outfit (\$12.50), blue varsity jacket (\$10.50), blue newsboy hat (\$5) and black canvas high-tops (\$7.50).

**Snowy Sparkles Bunny** (\$20) is ready for a fun day at the ice rink in her purple ice skater dress (\$13.50) and white faux-fur trimmed ice skates (\$9).

**Winter White Polar Bear** (\$20) is ready for holiday fun in her polar ice dress (\$12.50), white sparkle faux-fur bows (\$3) and silver gem flats (\$7.50 per pair).

## **Festive Friends**

No matter what you are celebrating this season, festive friends bring holiday cheer to kids and adults (who are kids at heart).

**Happy Hugs Teddy** (\$15) is ready to hit the holiday party circuit in a red sequin dress (\$13.50) and red sparkle bow flats (\$7.50).

**Lil' Bunny Big Ears** (\$15) and **Cheerful Monkey** (\$20) will stand out under the tree dressed in these traditional elf costumes (\$12.50) and matching elf hat and shoes set (\$6).

Champ - A Champion Fur Kids <sup>TM</sup> (\$18) is helping make Christmas wishes come true in this **Mrs. Claus** outfit (\$12.50) and red sparkle bow flats (\$7.50).

**Tropicolor Teddy** (\$20) is ready for Hanukah in her blue satin fancy dress (\$12.50), silver gem flats (\$7.50), and Bear Flair<sup>TM</sup> sequin bows \$5 per 4 pack). She is sure to bring smiles all eight nights and all year long.

## **Gifts that Give Back**

'Tis the season for giving and giving back. During the holidays, give a gift that gives twice.

Build-A-Bear Workshop offers a variety of furry friends that give back to important causes. When you purchase a cause animal, a \$1 donation is made to designated causes through the Build-A-Bear Workshop Bear Hugs Foundation.

**WWF® Red Panda** (\$25) is on the hunt for a new friendship! Build-A-Bear Workshop will donate \$1 from the sale of each Red Panda to the World Wildlife Fund to help protect endangered animals and their habitats.

For every Bearemy's Kennel Pals® furry friend purchased, \$1 is donated to domestic pet programs, including local animal shelters, stray pet rescue and rehabilitation organizations, and pet education programs across the country. Give the dog lover in your life the new **Golden Retriever** (available November 1 for \$22) or **Pug** (\$22). They each come with their own collar and ID tag to help make sure they never go astray.

When you buy **Champ - A Champion Fur Kids™** (\$18), you help support children's health and wellness causes such as juvenile diabetes, autism and children's cancer.

**Paperback Pup** (\$18) is ready to cuddle up with a good book and your favorite reader.

Build-A-Bear Workshop donates \$1 from the sale of every Paperback Pup to programs that benefit literacy and education. Fifty cents is donated to First Book, a program that provides new books to children from low income families, and 50 cents is donated through the Build-A-Bear Workshop Bear Hugs Foundation to other literacy programs throughout the United States and Canada. Paperback Pup also makes the perfect teacher gift.

### **Personalized Gifts**

Build-A-Bear Workshop furry friends can be personalized with clothing and accessories to make the perfect gift for anyone on your list. With more than 30 stuffed animals to choose from (bears, bunnies, dogs, kitties, monkeys and more), and a variety of stylish outfits, accessories, sounds and embroidery options, there is something for everyone and to fit every budget.

Satisfy your favorite cookie lover's sweet tooth with the **Girl Scouts Thin Mints® Bear** (\$15), dressed and ready to earn her badges in a Girl Scout Junior Uniform (\$13.50), white tee (\$5) and white sparkly tennis shoes (\$7.50).

Movie buffs and little superheroes will love a teddy dressed as their favorite action character. **Thor, Batman** and **Superman** costumes (all \$16 each) fit any furry friend. "Star Wars" fans will love to dress their bears as **Darth Vader** (\$16) or **Yoda** (\$16). Add a lightsaber for \$7.

Give your princess a royal gift with the **Disney Princess Bear** (\$23). Shown here dressed in a **Rapunzel** costume (\$16). Furever Hearts Bear (\$20) is princess chic in her **Sleeping Beauty** costume (\$16) and Champ - A Champion Fur Kids™ (\$18) looks royal dressed as **Tiana** (\$16). Add a glow-in-the-dark blonde wig (\$7) or brown wig (\$6) for that perfect princess look.

**Hello Kitty® by Sanrio®** (\$23) and **Furever Hearts Bear** (\$20) are ready to snuggle! Hello Kitty will have sweet dreams in pink Hello Kitty® PJs (\$12.50), pink Hello Kitty® robe (\$12.50), and fuchsia Hello Kitty® slippers (\$6.50). She can get her beauty sleep on her fuchsia heart bed (\$20) with pink Hello Kitty® bedding (\$10.50). Furever Hearts Bear makes a great sleepover pal in her Beauty Sleep PJs (\$10.50).

From football to hockey fans, sports enthusiasts will love dressing any furry friend in their favorite college or professional team's uniform. **Bearemy®** (\$12) is shown here in a **Minnesota Vikings Uniform** (\$16) and Beary Turf shoes® (\$7.50).

Salute your favorite hero with **Camo Bear** (\$20) in a **U.S. Marine Corps Uniform** (\$13.50), black rubber boots (\$7.50) and American flag (\$1).

**Velvet Hugs Teddy** (\$16) is a cuddly gift for celebrating new additions to the family -- you can even

embroider a birth announcement on its tummy or celebrate baby's first Christmas! It's also allergy friendly and meets the Allergy Foundation of America's asthma & allergy friendly standards for toys.

New this year, give baby his or her very first teddy bear from the **Hug A Cub<sup>®</sup> collection** (available online).

Mom and baby will go gaga over the **Brown Bear Gift Set** (\$49), which includes Lil' Brown Bear Baby Buddy, Brown Bear rattle, Brown Bear snuggler, white blanket with polka dots and a green bag.

Personalize select baby gifts with up to three lines of embroidery for just \$10! You can also add a personalized Build-A-Sound<sup>®</sup> message (\$8) to any furry friend for an extra-special customized gift. Your message will play from inside the furry friend every time it's hugged.

This holiday season, every furry friend will go home in a limited edition **Gingerbread-Theme Cub Condo<sup>®</sup>** carrying case. It's tons of fun for everyone!

### **Give the Build-A-Bear Workshop Experience**

Too many choices to pick just one gift? Give the Build-A-Bear Workshop experience (and a memory that lasts a lifetime) with a **Bear Bucks<sup>®</sup> Gift Card**. Gift cards come in a variety of holiday designs and can be purchased for any amount. Each gift card purchased in-store comes in a festive mini Cub Condo<sup>®</sup> house. Gift cards are also available online, just a few clicks away from sending the bear-making experience.

### **Black Friday Special**

**Before noon on Black Friday only, stop by Build-A-Bear Workshop for limited edition Sock Monkeys, Nick & Joy. These popular friends will be two for \$15** (\$10 each, sold separately), while quantities last. Special Sock Monkey outfits will be sold for \$6 each.

### **Stocking Stuffers**

The **build-a-bear smallfrys<sup>®</sup>** collection of limited edition, small-sized, pre-stuffed pals are perfectly priced and pop easily into stockings. New for the holidays are **Festive Elf, Hot Cocoa Moose, Toy Soldier** and **Merry Mint Pup** (\$10 each). Animal lovers will love finding a mini **Pink Pal Hippo** or **Snuggly Panda** (\$10 each) in their stockings Christmas morning. Dress smallfrys in a variety of outfits and accessories (\$7 each).

### **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<sup>®</sup> mascot in-stadium locations, and Build-A-Dino<sup>®</sup> stores. Build-A-Bear Workshop extends its in-store interactive experience online with its award winning virtual world Web site at [bearville.com](http://bearville.com)<sup>™</sup>. The company was named to the FORTUNE 100 Best Companies to Work For<sup>®</sup> 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 Web site at [buildabear.com](http://buildabear.com)<sup>®</sup>.

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## **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.

To view this release in a media-rich format, go to:  
<http://www.pwrnewmedia.com/2013/build-a-bear-workshop/holiday/>

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