



Build-A-Bear Workshop to Open Pop Up Store at CherryVale Mall Just in Time for the Holidays

October 15, 2013

ST. LOUIS (Oct. 15, 2012) –Build-A-Bear Workshop®, the interactive retailer of customized stuffed animals, today announced the opening of its first store in Rockford, Ill. at CherryVale Mall on Friday, Oct. 18 at 10:00 AM. The pop up store will make the magic of the Build-A-Bear Workshop experience available to CherryVale shoppers, just in time for the holidays. The store makes furry fun and friendship more accessible than ever by providing Guests with a wide assortment of stuffed animals, bear-sized fashions and accessories.

“We are excited to join the Rockford community and share the Build-A-Bear Workshop brand with Guests,” said Sharon John, Build-A-Bear Workshop chief executive officer. “A visit to Build-A-Bear Workshop is a wonderful experience to share with kids of all ages and the store is a unique place to find the perfect gift and shop during the holidays.”

When visiting the new Build-A-Bear Workshop store, Guests enter a lighthearted teddy-bear-themed environment. They choose from over 30 stuffed animals to make, including bears, dogs, cats, bunnies, monkeys and a series of Beary Limited® edition collectable animals. Guests then bring their new animal “to life” by adding stuffing to their selection, giving it a heart filled with wishes – a Build-A-Bear Workshop trademark – and making a personalized birth certificate. They can further personalize their stuffed animals by recording their own message to add inside the animal and choosing from a wide selection of unique fashions and accessories.

The company will be celebrating the Build-A-Bear Workshop store at CherryVale with grand opening events including:

- Ribbon-cutting with special local Guests.
- First 50 Guests to the new Build-A-Bear Workshop store can make a special stuffed animal for free to donate to Salvation Army, which will help distribute the stuffed animals to local children in need of a teddy bear hug.

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®.

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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.

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