



Build-A-Bear Workshop, Inc. Names Gina Collins Chief Marketing Officer

January 20, 2014

ST. LOUIS--(BUSINESS WIRE)--Jan. 20, 2014-- Build-A-Bear Workshop, Inc. (NYSE: BBW), an interactive entertainment retailer of customized stuffed animals, today announced the appointment of Gina Collins to the position of chief marketing officer and brand bear, effective Jan. 20, 2014. Collins will lead the Build-A-Bear Workshop® marketing, public relations, entertainment and creative teams to drive sales growth and profitability. She will be responsible for branding, marketing, public relations, creative, licensing and corporate sales and will report to Sharon John, CEO of Build-A-Bear Workshop.



Gina Collins has been appointed as Chief Marketing Officer and Brand Bear of Build-A-Bear Workshop. (Photo: Business Wire)

“Gina has a wealth of experience in strategic marketing, interactive media, entertainment marketing and branding. I am thrilled to have her join our leadership team,” said John. “Gina will help lead our company-wide focus to deliver sustainable profitable growth and will work closely with our in-house teams to continue to leverage the strength of the Build-A-Bear Workshop brand.”

Collins is a seasoned marketing and branding professional with over 15 years of experience in senior leadership roles of increasing responsibility with The Coca-Cola Company. She most recently held the position of North American Vice President of Entertainment Marketing where she managed key entertainment-based relationships including American Idol and the American Music Awards, among others. Gina completed her undergraduate studies at Georgia State University and holds a Masters of Science in Management of Technology from the University of Alabama.

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 United States, Puerto Rico, Canada, the United Kingdom and Ireland, and franchise stores in Europe, Asia, Australia, Africa, the Middle East and Mexico. The company was named to the FORTUNE 100 Best Companies to Work For® list for the sixth year in a row in 2014. 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140120005122/en/>

Source: Build-A-Bear Workshop, Inc.

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