



Redesigned Build-A-Bear Workshop Store Coming Soon to Destin Commons

May 8, 2014

*New store design with integrated technology
provides interactive experiences for Guests*

ST. LOUIS (May 8, 2014) — Build-A-Bear Workshop® announced today that it will reopen its Destin Commons store with a new design in Destin, Fla. on May 16. The store is enhanced with innovative technology to provide a richer, more interactive experience for Guests. The company will be celebrating the new Destin Commons store with grand opening events on May 16 including:

- Ribbon cutting with special local Guests at 10 a.m.
- First 100 Guests can make a special stuffed animal for free to donate to a local children's charity, which will help distribute the stuffed animals to children in need of a teddy bear hug.
- Exclusive giveaways, while quantities last.

"We are excited for Build-A-Bear Workshop to reopen at Destin Commons," said Annette Alvarez, Destin Commons director of marketing. "As a leader in the interactive retail space, Build-A-Bear Workshop is providing a special destination to Destin Commons that we know families will enjoy for years to come."

Guests who visit the new store can engage with a new digital Hear Me station featuring an assortment of high quality sounds that can be added to stuffed animals. Using an interactive touch screen, Guests can select and load popular hits from current music, sounds, or record their own voice onto a chip to further personalize their stuffed animal.

About Build-A-Bear Workshop, Inc.

Founded in St. Louis in 1997, Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. There are approximately 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, 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 \$379.1 million in fiscal 2013. For more information, call 888.560.BEAR (2327) or visit the Investor Relations section of its award-winning Web site at buildabear.com®.

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