



Build-A-Bear Workshop Launches Two New Make-Your-Own Disney Princess Palace Pets

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Company adds plush “Berry” and “Beauty” to the collection

ST. LOUIS (May 20, 2014) - [Build-A-Bear Workshop®](#) is expanding its make-your-own Disney Princess Palace Pets collection with the launch of Snow White’s bunny, Berry, and Aurora’s kitten, Beauty. When Guests make Berry and Beauty plush pets, they will participate in a special coronation ceremony and receive a personalized letter as well as a coloring sheet with fun facts and information about their new stuffed animal pet.

“We are thrilled to be expanding our Disney Princess Palace Pets collection with Berry and Beauty,” said Sharon John, Build-A-Bear Workshop chief executive officer. “The make-your-own Disney Princess Palace Pets Collection provides a new way to play for Guests who already love Disney Princess characters.”

With the addition of Berry and Beauty, the make-your-own Disney Princess Palace Pets plush offering is expanded to a collection of four special pets based on the Disney Princess characters. All of the Disney Princess Palace Pets will be available at Build-A-Bear Workshop [stores](#) and online at [buildabear.com](#). For added fun, Guests will be able to dress their new pet in a variety of clothing and accessories:

- **Berry (\$25)** can be dressed in her **Red and Blue Dress (\$13.50)** and **Disney’s Berry Accessory Set (\$12.50)** with **Red Sparkle Bow Flats (\$7.50 per pair)**.
- **Beauty (\$25)** can be dressed in her **Fuchsia and White Dress (\$13.50)** and **Disney’s Beauty Accessory Set (\$12.50)** with **Fuchsia Sparkle Bow Flats (\$7.50 per pair)**
- Guests can extend their fairytale by making any furry friend a princess with Disney Princess costumes for favorite characters including Ariel, Aurora, Belle, Cinderella, Jasmine, Rapunzel, Snow White and Tiana (\$16 each).

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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About Disney Princess Palace Pets

The first ever make-your-own Disney Princess Palace Pets, Pumpkin and Treasure, debuted at Build-A-Bear Workshop in February 2014. The Disney Princess Palace Pets have been made popular by the Disney Princess Palace Pets app, first introduced in June 2013. The Disney Princess Palace Pets app shares the story of how the Palace Pets met the Disney Princess characters and includes interactive activities.

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