



Build-A-Bear Workshop Celebrates The Holidays By Transforming Into Santa's Workshop With Eight Merry Reindeer And Holiday App

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ST. LOUIS, Nov. 17, 2014 /PRNewswire/ -- Build-A-Bear Workshop, Inc. (NYSE: BBW) announced today that it has transformed its stores into Santa's Workshops to provide toys for all the children on the "nice list" with the help of Santa's reindeer team. The Company is introducing eight lovable reindeer and extending play beyond plush with the launch of an exclusive holiday app, Santa's Merry Mission. Guests are encouraged to visit buildabear.com/teamsanta to download the app and learn about each of Santa's merry reindeer.

On the Team Santa site, children can take a personality quiz to determine which of the eight reindeer is their favorite, and then follow the steps to create their very own plush toy. A special medallion comes with each reindeer and unlocks fun features in the app, including a stable, outfits, games and more. The Santa's Merry Mission App can also be downloaded for free on [iTunes](#) or [Google Play](#).

"While Build-A-Bear Workshop® has provided extended play for children and families online in the past, this is the first time we have truly integrated a plush product with an immersive digital component to build continued fun and engagement," said Gina Collins, Build-A-Bear Workshop chief marketing officer. "As children reach for exciting ways to connect with their world this holiday season, our goal is to celebrate their imaginations through the exploration of traditional and digital play with their new furry friend."

Other features on the app include "Santa's Merry Mission," a new family Christmas story that tells the tale of just how Santa's team came to depend on Build-A-Bear Workshop this season, and a sing-a-long to "Reindeer Bells" performed by YouTube sensation, Brandon Bassir. Plus, the app has an interactive countdown to Christmas and fun reindeer games such as Gift Grabber, Reindeer Runner and Santa's Flight Trainer.

Reindeer selections include: Dasher, Dancer, Prancer, Vixen, Comet, Cupid, Donner and Blitzen, each costs \$25.00 and comes with its own medallion. A special Team Santa Medallion can also be purchased to add to any furry friend. Like the Reindeer Medallions, the Team Santa Medallion unlocks exclusive Santa's Merry Mission features and allows Guests to choose any reindeer in the app. Clothing and accessories for reindeer and other animals are sold separately.

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 website at buildabear.com®.

Trademarks

We 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 a registered trademark of Build-A-Bear Retail Management, Inc. As such, 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. Thank you!

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