



Build-A-Bear Celebrates Rudolph the Red-Nosed Reindeer's 50th Anniversary on Television in Golden Style

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ST. LOUIS--(BUSINESS WIRE)--Nov. 26, 2014-- Build-A-Bear Workshop, Inc. (NYSE: BBW) announced today that the Company is launching a signature line of products commemorating Rudolph the Red-Nosed Reindeer and his 50th Anniversary on television. First airing in 1964, Rudolph the Red-Nosed Reindeer lit up the world with his magical glow and fearless heart. Build-A-Bear Workshop® is celebrating that spirit with its Rudolph the Red-Nosed Reindeer golden anniversary collection.

"There is no other reindeer as iconic as the little guy with the big heart, glowing nose, and bright future," said Gina Collins, Build-A-Bear Workshop chief marketing officer. "Rudolph the Red-Nosed Reindeer and Clarice have been cherished additions to our assortment of Build-A-Bear Workshop friends for years. Now, on the eve of this special anniversary, we are excited to be a part of their story once again."

Rudolph the Red-Nosed Reindeer and Clarice are now lighting up Build-A-Bear Workshop stores across the country. Included in the 50th Anniversary collection are:

- **Rudolph the Red-Nosed Reindeer** (\$25) with light-up red nose and gold antlers.
- **Clarice** (\$25) with light-up red heart and a gold polka-dotted bow.
- **Giant Make-Your-Own Rudolph the Red-Nosed Reindeer & Clarice** are 21" tall. Rudolph comes with light-up red nose and gold antlers, while Clarice has a light-up red heart and a gold polka-dotted bow (\$50 each).
- Guests can also dress Rudolph and Clarice in a variety of holiday fashions or add the "Rudolph the Red-Nosed Reindeer" song to any furry friend (\$7).

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®.

About Rudolph the Red-Nosed Reindeer

2014 is the 50th anniversary of the first broadcast of "Rudolph the Red-Nosed Reindeer," the longest running and highest rated holiday special of all time. The anniversary celebration also includes a tie-in with the U.S. Postal Service, the launch of the touring show "Rudolph the Red-Nosed Reindeer: The Musical," a CBS

on-air campaign, theme park and shopping mall installments, new 50th anniversary products, a Carnegie Hall concert tribute and a social media campaign - #ShineBright - that celebrates uniqueness with support from PACER's National Bullying Prevention Center.

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!

Source: Build-A-Bear Workshop, Inc.

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