



Build-A-Bear Workshop, Inc. Announces Fourth Quarter and Fiscal Year 2014 Results Release Date, Webcast and Conference Call

February 5, 2015

ST. LOUIS--(BUSINESS WIRE)--Feb. 5, 2015-- Build-A-Bear Workshop, Inc. (NYSE:BBW), today announced that it will report results for its fiscal fourth quarter and fiscal year 2014 ended January 3, 2015 on February 19, 2015 prior to the opening of trading on the New York Stock Exchange. The Company will host its quarterly investor conference call to discuss the results at 9 a.m. ET on the same day.

The dial-in number for the live conference call is (201) 493-6780 (domestic and international). The access code is Build-A-Bear. The live Internet broadcast may be accessed at the Company's investor relations Web site, <http://IR.buildabear.com>. The call is expected to conclude by 10 a.m. ET.

Replays of the conference call will be available via the Internet and telephone. The replay of the conference call webcast will be available at the investor relations Web site for one year. A telephone replay will be available beginning at approximately 12 p.m. ET on February 19, 2015, until 11:59 p.m. ET on February 26, 2015. The telephone replay is available by calling (858) 384-5517. The access code is 13599885.

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®.

Source: Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop
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