



## **Build-A-Bear Workshop, Inc. Announces Participation in the 27th Annual Roth Conference**

March 5, 2015

ST. LOUIS--(BUSINESS WIRE)--Mar. 5, 2015-- Build-A-Bear Workshop, Inc. (NYSE:BBW) today announced that the Company will be participating at the 27th Annual Roth Conference held at The Ritz Carlton in Dana Point, California on Monday, March 9, 2015 at 8:00 am Pacific Daylight Time. Sharon Price John, Chief Executive Officer, and Voin Todorovic, Chief Financial Officer, will host the presentation.

The audio portion of the presentation will be webcast live at <http://IR.buildabear.com> and remain available for ninety days.

### **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, Ireland and Denmark, 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 seventh year in a row in 2015. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$392.4 million in fiscal 2014. For more information, call 888.560.BEAR (2327) or visit the Investor Relations section of its Web site at [buildabear.com](http://buildabear.com).

Source: Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop

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