



## **Build-A-Bear Launches Promise Pets Line, Fosters Pet Responsibility Skills in Children with Interactive App**

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**Partnership with the Petfinder Foundation emphasizes Build-A-Bear's legacy of support for animal welfare**

ST. LOUIS, April 9, 2015 /PRNewswire/ -- [Build-A-Bear](#) (NYSE: BBW), an interactive entertainment retailer of customized stuffed animals, has launched its newest product line —**Promise Pets™**— the company's most realistic pet plush collection to date. The [Promise Pets line](#) features a complementary mobile app families can download to bring the experience of pet care to life, teaching children about animal care through an interactive play experience.



Breeds in the collection include the Golden Retriever, Beagle, Yorkshire Terrier and Persian Kitten. Build-A-Bear plans to introduce more breeds throughout the year.

"In line with our strategic product expansion initiative to create play beyond the plush, our Promise Pets interactive app provides a platform to teach children the importance of animal welfare and responsibility for their care," said **Gina Collins, chief marketing officer, Build-A-Bear**. "Furthermore, our partnership with **Petfinder** is a testament to Build-A-Bear's heritage of supporting animals in domestic pet adoption programs, and underlines our commitment to add a little more heart to life with unique philanthropic collaborations."

### **Promise Pets Mobile App**

The Promise Pets mobile app offers children a realistic pet play experience while teaching them about the responsibility of pet ownership. App users will start as 'Pet Care Rookies' and work their way up through five

levels of certification to earn the ultimate 'Pet Care Pro' status. Through fun, engaging games, users will be able to collect Paw Points, earn certificates, and give their pet all the affection and care he or she deserves.

The Promise Pets app will deliver helpful guidance such as:

- **Feeding:** Every pet has different feeding needs, but it is important with any pet to feed it on a schedule, use portion control, provide plenty of water, and provide snacks and treats. Remember, treats should only be used as rewards.
- **Potty Training:** When it comes to potty training your pet, starting as soon as you bring your pet home will help ensure success. Always remember housetraining a dog, cat, or other pet requires a routine and lots of practice.
- **Vet Checkups:** Taking your pet to routine vet checkups is important to help your vet keep a record of your pet's normal health and behavior, and catch signs of illness as early as possible.
- **Exercise:** Doing daily activities with your pets, such as walking or playing with toys that test their curiosity, can help maintain their physical and mental health.
- **Grooming:** It's important to keep your pet well-groomed, which for many animals involves regularly bathing, checking for fleas and brushing.

Users can download the Promise Pets app in the [iTunes App Store](#) or the [Google Play Store](#).

### **Petfinder Partnership**

As part of the launch, [Build-A-Bear](#) is teaming up with [Petfinder.com](#) and the [Petfinder Foundation](#) to help shelter pets find happy homes. Petfinder.com is the largest searchable database of adoptable pets in the U.S. and is responsible for 44 percent of pet adoptions across North America, while Petfinder Foundation is an independent nonprofit organization that helps local animal welfare agencies promote pet adoptions. The organization's grant recipients include more than 13,000 organizations, caring for more than 300,000 homeless pets at any given time throughout North America.

Now through May 31, guests in the U.S. can make a donation of \$1.00 or more, via in-store or online checkout, to the Build-A-Bear Workshop Foundation to support local educational outreach programs that teach children about caring for pets. This national grant program will be administered by the Petfinder Foundation.

"Build-A-Bear is the perfect partner to help us educate families — especially children — about how they can help find happy homes for amazing pets currently available in shelters and rescues," said Emily Fesler, marketing manager, Petfinder. "We believe if children learn at a young age, their compassion for animals will carry through their entire lives and hopefully spur them to adopt pets of their own in the future."

### **A Legacy of Giving Back at Build-A-Bear**

Since its inception, Build-A-Bear has focused its community outreach efforts on improving the lives of children, families and animals. Together the company and its guests have donated more than \$41 million globally to organizations including Make-A-Wish, USO, The Marine Toys for Tots Foundation, DonorsChoose.org, First Book, and dozens of other nonprofits supporting children's health and wellness, domestic pets, literacy and education, and other important causes.

### **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 website at [buildabear.com](http://buildabear.com)<sup>®</sup>.

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