

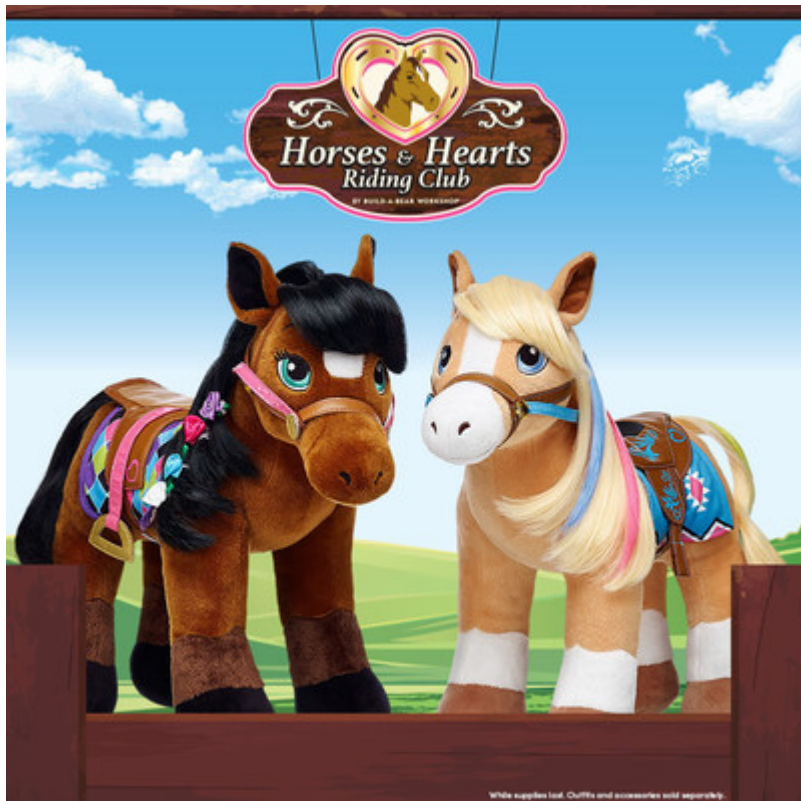


Saddle Up: Introducing Horses & Hearts Riding Club From Build-A-Bear Workshop

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Newest Equine Line Promotes Realistic Play and Animal Care

ST. LOUIS, April 21, 2016 /PRNewswire/ -- [Build-A-Bear Workshop](#), Inc. (NYSE: BBW), an interactive destination where guests can create personalized furry friends, is making equestrian dreams come true for horse enthusiasts everywhere with its new proprietary [Horses & Hearts Riding Club collection](#), complete with realistic horses and a number of exciting accessories – from saddles and stables to troughs, grooming gear and more.



The new make-your-own horses from Build-A-Bear Workshop are great companions and are available in two popular breeds: the **Palomino American Quarter Horse**, gentle in nature and great for trail riding, and the **Bay Thoroughbred Horse**, full of courage and spirit.

[Horses & Hearts Riding Club](#) members can expand their collection with all the right gear for taking care of their trusty steeds. Optional accessories include a stable, a trough and food set, and a bridle and blanket set in three colors.

Horses & Hearts friends provide opportunities for creative play and, just like real horses, their special manes and tails can be styled with available accessories, including a brush, hair extensions and flowers. Classic Build-A-Bear Workshop furry friends can also wear a new Horses & Hearts Riding Club equestrian

outfit, so everyone can play together.

The Horses & Hearts Riding Club collection is the newest original line from Build-A-Bear Workshop and follows the launch of other proprietary collections, including [Promise Pets](#), [Honey Girls](#), [2 Fun 2 Sleep](#) and the Merry Mission holiday collection.

The Horses & Hearts Riding Club collection is available at Build-A-Bear Workshop stores in the United States, Canada and the United Kingdom, as well as buildabear.com.

For the latest news, visit buildabear.com and follow the brand on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

About Build-A-Bear

Founded in St. Louis in 1997, Build-A-Bear, a global brand kids love and parents trust, seeks to add a little more heart to life. Build-A-Bear Workshop has approximately 400 stores worldwide where guests can create customizable furry friends, including company-owned stores in the United States, Canada, Denmark, Ireland, Puerto Rico, and the United Kingdom, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. The company was named to the FORTUNE 100 Best Companies to Work For® list for the eighth year in a row in 2016. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted a total revenue of \$377.7 million in fiscal 2015. For more information, visit buildabear.com.

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