



Great Place to Work® and Fortune Name Build-A-Bear Workshop One of the Best Workplaces for Diversity for Second Consecutive Year

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ST. LOUIS (Dec. 5, 2016) – For the second consecutive year, [Build-A-Bear Workshop](#) Inc. (NYSE: BBW)—an interactive destination where guests can make their own personalized furry friends—is one of the [Best Workplaces for Diversity](#), according to global research and consulting firm Great Place to Work® and *Fortune*.

Build-A-Bear Workshop ranked No. 8 on the 2016 list, which is based on employees' perceptions of their workplace fairness, opportunities for training, and access to senior leadership, among other factors. The 50 companies on the 2016 Best Workplaces for Diversity list average 24 percent higher year-over-year revenue growth than other Great Place to Work-Certified™ workplaces that didn't earn a spot on the ranking.

The Best Workplaces for Diversity is one of a series of rankings by Great Place to Work® and *Fortune* based on employee survey feedback from [Great Place to Work®-Certified™ organizations](#). Build-A-Bear Workshop also ranked as a best workplace on the following lists by Great Place to Work® and *Fortune*: the 2016 100 Best Companies to Work For® list (for the eighth consecutive year); the 2016 Best Workplaces for Women list (for the second consecutive year); the 2016 Best Workplaces in Retail list (for the second consecutive year); the 2016 Best Workplaces for Millennials list (for the second consecutive year); the 2016 Best Workplaces for Flexibility list; and the 2015 Best Workplaces for Camaraderie list.

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, the United Kingdom and China, 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](#).

About The Best Workplaces for Diversity 2016

Published together with our partner, Fortune, The Best Workplaces for Diversity ranking is based upon feedback from 448,456 employees at Great Place to Work-Certified companies who completed our Trust Index© Employee Survey. Employees from all backgrounds answered 58 questions about how frequently they experience the behaviors that create a great workplace, considering everything from how comfortable they are being themselves, to the degree of favoritism or insider politics they observe in the workplace, the fairness of promotions, the feeling of honest connection with co-workers, their access to senior leadership, and who receives information and professional development and who doesn't.

To determine the winners, Great Place to Work analyzed how positively women, minorities and LGBTQ employees reported experiencing their workplace overall, paying special attention to an index of factors where these employees tend to have a less positive experience than their colleagues. Rankings take into account how favorably women, minorities and LGBTQ employees experience their workplace relative to their male, Caucasian and heterosexual colleagues' experiences. The list also considered the degree of representation women and minorities enjoy within the workforce as a whole, as well as in management and executive roles. Organizations needed to have at least 50 employees to be considered and were compared to peers of similar size.

About Great Place to Work®

[Great Place to Work®](#) is the global authority on high-trust, high-performance workplace cultures. Through proprietary assessment tools, advisory services, and certification programs, including Best Workplaces lists and workplace reviews, Great Place to Work provides the benchmarks, framework, and expertise needed to create, sustain, and recognize outstanding workplace cultures. In the United States, Great Place to Work produces the annual Fortune "100 Best Companies to Work For®" and a series of Great Place to Work Best Workplaces lists, including lists for Millennials, Women, Diversity, Small and Medium Companies and over a half dozen different industries.

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