



Build-A-Bear Workshop, Inc. Announces Participation in the ICR Conference 2018

January 2, 2018

ST. LOUIS--(BUSINESS WIRE)--Jan. 2, 2018-- Build-A-Bear Workshop, Inc. (NYSE:BBW), today announced that the company will be presenting at the ICR Conference 2018 held at The Grand Lakes Orlando in Orlando, Florida on Tuesday, January 9, 2018 at 8:30 am Eastern Standard Time. Sharon Price John, President and Chief Executive Officer, 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.

Build-A-Bear is a global brand kids love and parents trust that 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 ninth year in a row in 2017. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$364.2 million in fiscal 2016. For more information, visit buildabear.com.

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Build-A-Bear Workshop
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