



A Squared Entertainment (A2) Partners with Global Children's Company Build-A-Bear Workshop

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A Squared Entertainment (A2) and Build-A-Bear Workshop® Join Forces To Create New Entertainment and Consumer Products For Kids

LOS ANGELES – February 8, 2010 – A Squared Entertainment (A2), a full-service brand entertainment company, today announced its partnership with the world's only make your own stuffed animal retail entertainment experience, Build-A-Bear Workshop® (NYSE:BBW).

A2 Entertainment will manage the entertainment and external licensing program for Build-A-Bear Workshop. Together, the companies will produce original multimedia entertainment for distribution online, on-air and on other digital devices. In addition to creating new multimedia products, the companies will develop a new line of licensed merchandise that will be sold outside Build-A-Bear Workshop stores through select retail outlets. Based on the strength and popularity of the Build-A-Bear Workshop brand, the new products will include DVDs, accessories, apparel, books and additional branded merchandise.

"A2 Entertainment is thrilled to partner with Build-A-Bear Workshop, one of the most respected brands in children's entertainment," said Andy Heyward, CEO of A2 Entertainment. "There is nothing like Build-A-Bear Workshop. It is a one of a kind company."

"We are excited to be working with A2 Entertainment to enhance our licensing program and to expand our entertainment offerings," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "Together, we will provide imagination, creativity, empowerment and fun to Build-A-Bear Workshop Guests. By partnering with A2 Entertainment, we are creating a top entertainment brand as we engage Guests both in our stores and at home."

Expanding upon the company's entertainment property of "Holly and Hal Moose: Our Uplifting Christmas Adventure," which premiered Holiday 2009 on ABC Family, A2 Entertainment will produce other original programming for Build-A-Bear Workshop and also explore the development of complementary consumer products.

About A Squared Entertainment (A2) LLC

A Squared Entertainment (A2) is a full-service brand entertainment company that creates, develops, produces, programs, markets, merchandises and distributes content across all channels: online, offline, on-air and at retail outlets. A2 Kids, a division of A2 Entertainment, is dedicated to producing original content with a purpose and providing kids with experiences that are as enriching as they are entertaining.

Headquartered in Los Angeles, A2 was created by Co-Presidents Andy Heyward and Amy Moynihan Heyward in 2009. Having spent the last quarter of a century in the kids industry, the two created A2 with a mission to develop meaningful entertainment in various formats and recreate the way brands are managed and brought to market in a multimedia, multi-tasking world. A2 is currently producing the "Secret Millionaire's Club" with billionaire Warren Buffett, "Gisele & the Green Team" with supermodel Gisele Bündchen and

"Martha & Friends" with American media mogul and business magnate Martha Stewart.

About Build-A-Bear Workshop

Build-A-Bear Workshop, Inc. is the leading and only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. Founded in 1997, the company and its franchisees currently operate more than 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the United States, Puerto Rico, Canada, the United Kingdom, Ireland and France, and franchise stores in Europe, Asia, Australia, Africa and the Middle East. In 2007, the interactive experience was enhanced - all the way to CyBEAR™ space - with the launch of buildabearville.com®, the company's virtual world stuffed with fun. The company was named to the 2009 FORTUNE 100 Best Companies to Work For® list. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$468 million in fiscal 2008. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web site at buildabear.com®.