



## Build-A-Bear Workshop Launches Mobile Application on iTunes

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ST. LOUIS, Oct 26, 2010 (BUSINESS WIRE) -- [Build-A-Bear Workshop](#)<sup>®</sup>, the interactive entertainment retailer of customized stuffed animals, announced today that it is launching its first mobile application for Apple's iPad, iPhone and iPod Touch on Nov. 1. With this free Build-A-Bear Workshop branded app, Guests can check out the latest furry friends and fashions, receive special offers from time to time just for App users, plus play exclusive games to win virtual prizes.

"We are excited to engage our Guests with the Build-A-Bear Workshop brand in a whole new way," said Maxine Clark, founder and chief executive bear of Build-A-Bear Workshop. "By offering this mobile application, we are providing family-friendly entertainment for kids of all ages who are on the go."

The app extends the availability of [buildabearville.com](#)<sup>®</sup>, the company's virtual world. Guests can redeem codes and play mini-games while earning Bear Bills<sup>®</sup>, the buildabearville.com currency. They can also access the *Bearville Times*, a newsletter that provides details on the latest events and initiatives in Build-A-Bearville<sup>®</sup>.

In addition to the Build-A-Bearville section of the App, the Build-A-Bear Workshop mobile application will include:

- **Store Locator** - finds Build-A-Bear Workshop store locations worldwide
- **What's Hot** - showcases the latest furry friends and the official Collector's Guide for Guest to keep track of their Build-A-Bear Workshop furry friends, plus provides news on Build-A-Bear Workshop events.
- **Offers and Codes** - gives the scoop on in-store promotions, plus exclusive offers and Build-A-Bearville codes just for App users
- **Family Fun** - shares fun activities and craft projects for the whole family to enjoy

The Build-A-Bear<sup>™</sup> App for iPhone, iPod Touch and iPad will be available as a free download from iTunes<sup>®</sup> App Store or at <http://www.itunes.com/appstore> beginning Nov. 1.

### About Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. The company currently operates more than 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom, Ireland and France, and franchise stores in Europe, Asia, Australia, Africa, the Middle East, and Mexico. Founded in St. Louis in 1997, Build-A-Bear Workshop is the leader in interactive retail. Brands include make-your-own Major League Baseball<sup>®</sup> mascot in-stadium locations, and Build-A-Dino<sup>®</sup> stores. Build-A-Bear Workshop extends its in-store interactive experience online with its award winning virtual world Web site at [buildabearville.com](#)<sup>®</sup>. The company was named to the 2009 and 2010 FORTUNE 100 Best

Companies to Work For® lists. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$394.4 million in fiscal 2009. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web site at [buildabear.com](http://buildabear.com)®.

Parental permission may be required to access buildabearville.com. Visit buildabearville.com for details.

## TRADEMARKS

We would like to thank you for your interest in covering our business. As you write your story, we would ask that you use our full Name: **Build-A-Bear Workshop**® and that when referencing the process of making stuffed animals you use the word "**make**" not "**build**."

**Build-A-Bear Workshop** is our well-known trade name and our registered trademark of **Build-A-Bear Retail Management, Inc.** **Build-A-Bear Workshop**® should only be used in capital letters to refer to our products and services and should not be used as a verb.

SOURCE: Build-A-Bear Workshop, Inc.

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