



Build-A-Bear Workshop Named One of Fortune's "100 Best Companies to Work For"

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ST. LOUIS, Jan 20, 2011 (BUSINESS WIRE) -- Build-A-Bear Workshop®, the interactive retailer of customized stuffed animals, has been named one of FORTUNE Magazine's 100 Best Companies to Work For. The full list and related stories appear in the Feb. 7, 2011 issue of FORTUNE and are now available at fortune.com/bestcompanies.

"We are honored to be included for the third consecutive year on the FORTUNE '100 Best Companies to Work For' list," said Maxine Clark, Build-A-Bear Workshop founder, chairman and chief executive bear. "Our associates' spirit, dedication, hard work and commitment have made us the world's leading interactive retail-entertainment brand. Every associate is able to participate in making Build-A-Bear Workshop the best place to work and play."

Build-A-Bear Workshop was founded 14 years ago on a simple but powerful idea: to create a successful company with heart. Together with its Guests the company has donated over \$30 million to important causes such as children's health and wellness, literacy and education, endangered animals and their habitats, domestic animal shelters, disaster relief and the environment.

To pick the 100 Best Companies to Work For, FORTUNE partners with the Great Place to Work Institute to conduct the most extensive employee survey in corporate America. Three hundred eleven companies participated in this year's survey. Two-thirds of a company's score is based on the results of the Institute's Trust Index survey, which is sent to a random sample of employees from each company. The survey asks questions related to their attitudes about management's credibility, job satisfaction, and camaraderie. The other third of the scoring is based on the company's responses to the Institute's Culture Audit, which includes detailed questions about pay and benefit programs and a series of open-ended questions about hiring practices, internal communications, training, recognition programs and diversity efforts. Any company that is at least seven years old with more than 1,000 U.S. employees is eligible. The deadline for applying for next year's list is June 15, 2011. For an online nomination form, go to www.greatplacetowork.com.

About Build-A-Bear Workshop

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 United States, Puerto Rico, Canada, the United Kingdom and Ireland, as well as 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® mascot in-stadium locations, and Build-A-Dino® stores. Build-A-Bear Workshop extends its in-store interactive experience online with its award winning virtual world Web site at bearville.com (TM). 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®.

Parental permission may be required to access bearville.com. Visit bearville.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

Build-A-Bear Workshop

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