



Build-A-Bear Workshop Collaborates with Disney to Introduce Wizards of Waverly Place Bear

January 31, 2011

ST. LOUIS (Jan. 31, 2011) - Build-A-Bear Workshop®, the interactive entertainment retailer of customized stuffed animals, announced today that it is offering a “Wizards of Waverly Place” Bear for \$22 (outfits and accessories sold separately). This adorable new furry friend features purple, blue and pink fur with a “Wizards of Waverly Place” logo on its paw and includes a magic wand. The bear arrived at Build-A-Bear Workshop stores and buildabear.com® on Jan. 21.

“Fans of the Disney Channel Original Series ‘Wizards of Waverly Place’ will love this new enchanting bear,” said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. “Build-A-Bear Workshop has always been a special place, and the ‘Wizards of Waverly Place’ Bear is sure to bring an extra dash of magic to our stores.”

The adventures are endless with a wizard as a furry friend! To personalize this bear, Build-A-Bear Workshop will offer a variety of magical-themed clothing and accessories including:

- [Wizards of Waverly Place Outfit](#) (\$13.50) for a fashion-forward wizard.
- [Silver Glitter Flats](#) (\$7) add charm to any outfit.
- [Wizards of Waverly Place Bag](#) (\$6) for a dash of pizzazz.
- [Wizards of Waverly Place Scarf](#) (\$3.50) to complete this magical look.

With each purchase of a Wizards of Waverly Place Bear, Guests will receive a free Wizard Teller, while quantities last, plus \$5 off a future purchase at Build-A-Bear Workshop.

About “Wizards of Waverly Place”

The Disney Channel Original Emmy Award-winning show “Wizards of Waverly Place”, features Selena Gomez as Alex Russo. Alex is not your ordinary teenager living in a Manhattan neighborhood. She has a powerful family secret – she and her brothers are wizards in training. When the going gets tough, she and her brothers Justin and Max, tend to use magic to try and solve their problems – with outrageous consequences! While their parents run the family business, Waverly Sub Station, Alex, Justin and Max prepare for a Wizard Competition, which will determine who will become the family wizard and keep their magical powers. This hit show is in its fourth season. “Wizards of Waverly Place: The Movie” premiered in 2009, and a new Disney Channel Original Movie is planned for Spring 2012.

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 United States, Puerto Rico, Canada, the United Kingdom, Ireland, 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® 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™. 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®.

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 Workshop, 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.

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