



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

January 19, 2012

ST. LOUIS--(BUSINESS WIRE)--Jan. 19, 2012-- [Build-A-Bear Workshop](http://www.buildabear.com)<sup>®</sup>, the interactive entertainment 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. 6, 2012 issue of FORTUNE and are now available at [Fortune.com/BestCompanies](http://Fortune.com/BestCompanies).

"We are incredibly proud to be included on the FORTUNE '100 Best Companies to Work For' list for the fourth consecutive year," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "Our associates' spirit, dedication, hard work and commitment have made us the world's leading interactive retail entertainment brand. Together, we make Build-A-Bear Workshop a great place to work and play."

Build-A-Bear Workshop was founded 15 years ago on a simple but powerful idea: to create a company with heart. The company has shared the hug of a teddy bear whenever needed in local communities and abroad. With the help of its Guests and associates, the company has donated more than \$30 million to causes such as children's health and wellness, literacy and education, animals, disaster relief, and the environment.

### **About the FORTUNE "100 Best Companies to Work For"**

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; 280 firms participated in this year's survey. More than 246,000 employees at those companies responded to a survey created by the institute, a global research and consulting firm operating in 45 countries around the world. 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 is based on 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, methods of internal communication, training, recognition programs, and diversity efforts. After evaluations are completed, if news about a company comes to light that may significantly damage employees' faith in management, we may exclude it from the list. Any company that is at least five years old and has more than 1,000 U.S. employees is eligible. For information on how to apply, visit <http://www.greatplacetowork.com>.

### **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. There are more than 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom and Ireland, and franchise stores in Europe, Asia, Australia, Africa, the Middle East, Mexico and South America. 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 [bearville.com](http://bearville.com)<sup>™</sup>. The company was named to the FORTUNE "100 Best Companies to Work For"<sup>®</sup> list for the

fourth year in a row in 2012. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$401.5 million in fiscal 2010. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web site at [buildabear.com](http://buildabear.com)<sup>®</sup>.

## 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**<sup>®</sup> 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**<sup>®</sup> 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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