



Build-A-Bear Workshop and Major League Baseball Properties Team Up for a Season of Family Fun

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ST. LOUIS, Apr 17, 2012 (BUSINESS WIRE) --Build-A-Bear Workshop^(R), the interactive entertainment retailer of customized stuffed animals, is continuing its relationship with Major League Baseball Properties (MLBP) to bring fans a variety of ways to show their team spirit this season. This is the ninth consecutive year that Build-A-Bear Workshop has joined with MLBP to provide Guests with furry fun for the whole family and as the baseball season gets underway with opening day games across the country, the company is stepping up to the plate with a lineup of bear-sized MLBP merchandise that is sure to be a hit with fans of all ages. The merchandise is available at Build-A-Bear Workshop stores and online at buildabear.com^(R).

Guests can create the ultimate stuffed animal fan with this baseball assortment, which includes club uniforms, tees and hats ranging in price from \$6- \$16. The officially licensed MLBP merchandise closely resembles what the players wear on the field, including big league style jerseys, baseball pants, stirrup socks and official team logos on the uniforms. Additionally, Build-A-Bear Workshop is giving young fans the chance to receive exclusive team-branded stuffed animals at select Game Day Giveaway events throughout the season.

"A trip to the ballpark is a favorite family pastime and Build-A-Bear Workshop is proud to be a part of the fun," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "We are excited to build our relationship with Major League Baseball Properties to continue offering our Guests creative ways to show their team spirit and enjoy the game all season."

At the Build-A-Bear Workshop Make Your Own Mascot locations, fans can take the ballpark fun home with them. The mascot store locations are open during all home games and provide the same experience and interaction as mall-based Build-A-Bear Workshop retail locations. Make Your Own Mascot store locations include:

- Make Your Own *Lou Seal*(TM) at *AT&T Park*(TM) in San Francisco
- Make Your Own *Fredbird*(TM) at *Busch Stadium*(TM) in St. Louis
- Make Your Own *Screech*(TM) at *Nationals Park*(TM) in Washington D.C.

The in-stadium stores carry a full line of officially licensed MLBP stuffed animals, branded team mascots and furry friend-sized clothing and accessories. You can make-your-own stuffed animals ranging in price from \$15-\$24 and they can be geared up in officially licensed, team specific clothing and accessories to make the ultimate baseball fan.

Fans of the 2011 *World Series Champions*(TM) can make their own *Cardinals*(TM) *World Series Champions* Bear (\$20) at the Make Your Own *Fredbird* store at *Busch Stadium*. This collectible furry friend proudly wears the 2011 *World Series Champions* emblem with the *Cardinals* logo on its paw. With a cute baseball for its nose, this bear is sure to be a grand slam.

Select MLBP merchandise is available at Build-A-Bear Workshop retail locations and online at buildabear.com^(R).

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^(R) mascot in-stadium locations, and Build-A-Dino^(R) stores. Build-A-Bear Workshop extends its in-store interactive experience online with its award winning virtual world and entertainment destination website at bearville.com^(TM). The company was named to the FORTUNE 100 Best Companies to Work For^(R) list for the fourth year in a row in 2012. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$394.4 million in fiscal 2011. For more information, call 888.560.BEAR (2327) or visit the company's award-winning website at buildabear.com^(R).

About the Build-A-Bear Workshop Friends Count Celebration

Throughout 2012, Build-A-Bear Workshop^(R) is celebrating its 15th birthday and 100 million furry friends made. To thank Guests for helping the company reach these milestones, Build-A-Bear Workshop is hosting a yearlong "Friends Count" celebration. The celebration includes in-store events and charitable activities. The company is also inviting Guests to share and read stories about others who have made furry friends at Build-A-Bear Workshop at the website buildabear.com/stories. For more information and updates on Build-A-Bear Workshop and the yearlong "Friends Count" initiative, visit buildabear.com^(R).

About Major League Baseball Properties

The Major League Baseball Clubs formed Major League Baseball Properties (MLBP) in 1966 as the Clubs' agent for marketing and trademark licensing and protection. Major League Baseball Properties is responsible for managing consumer licensing activities, developing national advertising campaigns, cultivating sponsorship opportunities with major consumer brands and corporations, growing the game and the business of baseball outside the United States and creating national marketing programs in conjunction with Clubs, broadcast rights holders and national sponsors. MLBP also operates a full-service video and audio production unit (Major League Baseball Productions), a publishing division and stock photo licensing agency, and manages logistics for the All-Star Game and World Series as well as all other special events. For more information on Major League Baseball, log on to www.MLB.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**^(R) 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**^(R) 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

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