



Build-A-Bear Workshop Introduces New Farmers' Market Collection

May 1, 2012

ST. LOUIS--(BUSINESS WIRE)--May. 1, 2012-- Build-A-Bear Workshop®, the interactive entertainment retailer of customized stuffed animals, is transforming into a Farmers' Market with a new collection of furry friends that are straight from the barn. The four new farm animals, available beginning May 4, include a Horse (\$20), Sheep (\$20), Pig (\$18) and Cow (\$18). Along with the Farmers' Market collection, Build-A-Bear Workshop is launching build-a-bear smallfrys® Pig (\$10) and Cow (\$10), which are smaller in size, but big on fun. To celebrate the arrival of all these farm friends, Guests will receive a free Farmers' Market tote bag with a purchase of \$20 or more at Build-A-Bear Workshop locations in the United States and Canada starting May 4 while quantities last. Additionally, all four animals in the Farmers' Market Collection will go home in a special Barn Cub Condo®.

Build-A-Bear Workshop(R), the interactive entertainment retailer of customized stuffed animals, anno ...

Build-A-Bear Workshop(R), the interactive entertainment retailer of customized stuffed animals, announced today a new collection of furry friends that are straight from the barn. The four new farm animals, available beginning May 4, include a Horse (\$20), Sheep (\$20), Pig (\$18) and Cow (\$18). (Photo: Business Wire)

"Build-A-Bear Workshop is thrilled to bring these farm friends to stores around the world so Guests everywhere can enjoy the fun," said Maxine Clark, Build-A-Bear Workshop founder and chief executive

bear. "As we celebrate our 15th birthday this year, we are happy to continue providing an interactive entertainment retail experience that kids and families can enjoy together."

The fun continues at home when Guests bring the Farmers' Market friends to life online on Bearville.com™, the company's virtual world and entertainment destination. With a special code from their Farmers' Market furry friend, Guests will receive exclusive virtual gifts to be redeemed in Bearville™. Each Farmers' Market friend comes with a specially-themed virtual item, such as an equestrian outfit with the horse or a sheep purse with the sheep. Additionally, this virtual code will unlock an animal adventure and themed wallpaper for Guests' virtual Cub Condo™ houses in Bearville.

Build-A-Bear Workshop is also inviting Guests to support Feeding America® and its nationwide network of food banks. From May 1 to June 17, Guests will have the opportunity to donate \$1 (or more) to Feeding America when they check out at Build-A-Bear Workshop stores or online at buildabear.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® 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 and entertainment

destination website at bearville.com™. The company was named to the FORTUNE 100 Best Companies to Work For® 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®.

About the Build-A-Bear Workshop Friends Count Celebration

Throughout 2012, Build-A-Bear Workshop® 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 year-long "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 year-long "Friends Count" initiative visit 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 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50260112&lang=en>

Source: Build-A-Bear Workshop, Inc.

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