



Build-A-Bear Workshop Dives into Summer Fun with New Under the Sea Collection and Beaches Resorts / Delta Vacations Sweepstakes

May 24, 2012

ST. LOUIS--(BUSINESS WIRE)--May. 24, 2012-- Build-A-Bear Workshop®, the interactive entertainment retailer of customized stuffed animals, introduces the new Under the Sea collection including Splish Splash Seahorse (\$18), Deep Blue Sea Bear (\$20), Coral Beach Bunny (\$20), Oodles of Fun Octopus (\$22), and Travelin' Sea Turtle (\$22). To celebrate the arrival of these furry friends on June 1, Guests can enter for a chance to win the Trip to BEARadise Sweepstakes, which includes a Beaches Resorts Luxury Included® Vacation to enjoy family fun set along the Caribbean sea, with airfare provided by Delta Vacations. In honor of the company's 15th birthday, 15 families will get to experience the Caribbean vacation of a lifetime at Beaches Resorts; 12 in the United States, one in Canada and two in the United Kingdom and Ireland. Guests can fill out an official entry form in stores or online at buildabear.com/beachessweeps.

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"Summer is the perfect time to find adventure with our Under the Sea friends," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "We are excited to give Guests the chance to win a

Beaches Resorts vacation with airfare provided by Delta Vacations, but whether at the sea or in the sandbox, we know our Guests will love bringing home these beach buddies for endless fun all summer long."

Each new Under the Sea stuffed animal comes with a mini plush sea buddy. Under the Sea themed clothing and accessories are also available at Build-A-Bear Workshop and buildabear.com®. Additionally, Guests will receive a free Under the Sea beach towel with a purchase of \$30 or more at Build-A-Bear Workshop locations in the United States and Canada starting June 1 while quantities last.

The fun continues at home when Guests bring the Under the Sea friends to life online at Bearville.com™, the company's virtual world and entertainment destination. With a special code from their Under the Sea furry friend, Guests will receive exclusive virtual gifts to be redeemed in Bearville™. Each Under the Sea animal comes with a specially-themed virtual item, such as a clownfish bag and matching shorts for the Deep Blue Sea Bear. Additionally, this virtual code will unlock a Cruise Ship Stateroom Home Away From Home, an animal adventure and themed wallpaper for Guests' virtual Cub Condo® houses in Bearville.

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®.

About Beaches Resorts

With four spectacular locations in Turks & Caicos and Jamaica, Beaches Resorts is the ultimate getaway for every member of the family. With outrageous waterparks, XBOX® 360 Game Garages, the Scratch DJ Academy, exclusive Kids Camps, teen nightclubs, Certified Nannies, Butler service, and Red Lane® Spas, Beaches Resorts provides an unrivaled experience in the Caribbean. As a proud sponsor of Sesame Street, Beaches Resorts also offers the *Caribbean Adventure with Sesame Street®*, where kids can spend their vacation with their favorite friends from the Sesame Street gang with daily activities and weekly stage shows. Beaches Resorts are also the perfect destination wedding and vow renewal venue, offering unrivaled choices for your most special day and the opportunity for the whole family to celebrate together with FamilyMoons®. For more information, please visit beaches.com.

About Delta Vacations

Delta Vacations is the official vacation brand of Delta Air Lines and offers customizable vacations via Delta Air Lines and its worldwide partners. Delta Vacations provides the convenience of booking flight and hotel together with the lowest available airfares on Delta and its partner airlines, offering discounted hotel rates, bonus miles for travelers through the Delta SkyMiles frequent flyer program and special offers to over 250 of the world's most appealing leisure destinations, with a best price guarantee. They also have specialty vacations such as luxury vacations, destination weddings and honeymoons, escorted tours and river cruises, ski vacations, and group travel, plus add-ons such as car rentals, sightseeing excursions and other activities. For more information, consult a travel agent or visit www.deltavacations.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=50289543&lang=en>

Source: Build-A-Bear Workshop, Inc.

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