



## Build-A-Bear Workshop Shines with New SKECHERS Bears

June 28, 2012

*Twinkle Toes® and Hot Lights® clothing, shoes and accessories complete the collection*

ST. LOUIS--(BUSINESS WIRE)--Jun. 28, 2012-- Add after last graph of release: SKECHERS USA, Inc. boiler plate and forward-looking statement.

Build-A-Bear Workshop is excited to introduce new SKECHERS Twinkle Toes and Hot Lights Bears (\$23 ea ...

Build-A-Bear Workshop is excited to introduce new SKECHERS Twinkle Toes and Hot Lights Bears (\$23 each) with ears that light up when their paws are pressed! (Photo: Business Wire)

The corrected release reads:

**BUILD-A-BEAR WORKSHOP  
SHINES WITH NEW  
SKECHERS BEARS**

*Twinkle Toes® and Hot Lights®*

*clothing, shoes and accessories complete the collection*

Build-A-Bear Workshop® (NYSE:BBW), the interactive entertainment retailer of customized stuffed animals, is excited to introduce new SKECHERS Twinkle Toes and Hot Lights Bears with ears that light up when their paws are pressed. These new furry friends will bring the light-up fun of the popular SKECHERS shoes to teddy bears for the first time since Build-A-Bear Workshop began partnering with SKECHERS USA, Inc. (NYSE:SKX) in 2000. Nearly 4 million bear-sized SKECHERS shoes have been sold at Build-A-Bear Workshop.

“Our young Guests love to wear SKECHERS Kids shoes, and they love to have their bears wear them, too,” said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. “We are thrilled to expand our relationship with SKECHERS and celebrate the fun of SKECHERS shoes with these Twinkle Toes and Hot Lights Bears!”

The Twinkle Toes and Hot Lights Bears (\$23 each), will be available beginning June 29 in Build-A-Bear Workshop stores and online at [buildabear.com](http://buildabear.com)®. Twinkle Toes and Hot Lights themed clothing, shoes and accessories are also available at Build-A-Bear Workshop and [buildabear.com](http://buildabear.com) to add to the fun. Additionally, Guests who purchase a Twinkle Toes or Hot Lights Bear will receive a coupon for 25% off any purchase at a SKECHERS retail store in the United States or online at [SKECHERS.com](http://SKECHERS.com).

The fun continues at home when Guests bring the Twinkle Toes and Hot Lights Bears to life online on [Bearville.com](http://Bearville.com)™, the company's virtual world and entertainment destination. With a special code from their furry friend, Guests will receive exclusive virtual gifts to be redeemed in Bearville™. Each Twinkle Toes and Hot Lights bear comes with a virtual twinkling t-shirt and shoes for Guests' online characters. This virtual code will also unlock 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](http://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](http://buildabear.com)®.

### **About the Build-A-Bear Workshop Friends Count Celebration**

Throughout 2012, Build-A-Bear Workshop® is celebrating its 15<sup>th</sup> 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](http://buildabear.com/stories). For more information and updates on Build-A-Bear Workshop and the year-long "Friends Count" initiative visit [buildabear.com](http://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.

### **About SKECHERS USA, Inc.**

SKECHERS USA, Inc., based in Manhattan Beach, California, designs, develops and markets a diverse range of footwear for men, women and children under the SKECHERS name. SKECHERS footwear is available in the United States via department and specialty stores, Company-owned SKECHERS retail stores and its e-commerce website, and over 100 countries and territories through the Company's global network of distributors and subsidiaries in Brazil, Canada, Chile, Japan, and across Europe, as well as through joint ventures in Asia. For more information, please visit <http://www.skechers.com>, and follow us on Facebook (<http://www.facebook.com/SKECHERS>) and Twitter ([twitter.com/#!/SKECHERSUSA](http://twitter.com/#!/SKECHERSUSA)).

*This announcement may contain forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include, without limitation, any statement that may predict, forecast, indicate or simply state future results, performance or achievements, and can be identified by the use of forward looking language such as "believe," "anticipate," "expect," "estimate," "intend," "plan," "project," "will be," "will continue," "will result," "could," "may," "might," or any variations of such words with similar meanings. Any such statements are subject to risks and uncertainties that could cause actual results to differ materially from those projected in*

*forward-looking statements. Factors that might cause or contribute to such differences include international, national and local general economic, political and market conditions including the ongoing global economic slowdown and market instability; entry into the highly competitive performance footwear market; sustaining, managing and forecasting costs and proper inventory levels; losing any significant customers, decreased demand by industry retailers and cancellation of order commitments due to the lack of popularity of particular designs and/or categories of products; maintaining brand image and intense competition among sellers of footwear for consumers; anticipating, identifying, interpreting or forecasting changes in fashion trends, consumer demand for the products and the various market factors described above; sales levels during the spring, back-to-school and holiday selling seasons; and other factors referenced or incorporated by reference in Build-A-Bear Workshop's and SKECHERS' respective annual reports on Form 10-K for the year ended December 31, 2011 and their respective quarterly reports on Form 10-Q for the three months ended March 31, 2012. The risks included here are not exhaustive. Build-A-Bear Workshop and SKECHERS operate in a very competitive and rapidly changing environment. New risks emerge from time to time and the companies cannot predict all such risk factors, nor can the companies assess the impact of all such risk factors on their respective businesses or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Given these risks and uncertainties, you should not place undue reliance on forward-looking statements as a prediction of actual results. Moreover, reported results should not be considered an indication of future performance.*

**Photos/Multimedia Gallery Available:** <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=50326873&lang=en>

Source: Build-A-Bear Workshop, Inc.

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