



## **Build-A-Bear Workshop to Introduce Newly Imagined Store Design at Castleton Square Mall**

August 8, 2012

*New store concept updates hands-on bear-making process with new interactive features*

**ST. LOUIS** (August 8, 2012) —Build-A-Bear Workshop®, the interactive entertainment retailer of customized stuffed animals, announced today that it will open its sixth newly designed store in Indianapolis at Castleton Square Mall. The new store concept, which has been over two years in the making, merges the Build-A-Bear Workshop hands-on bear-making process with the power of technology to provide a magical new experience for Guests of all ages. The new design is an evolution that recognizes technology is a part of play for kids today and a way to enhance the signature Build-A-Bear Workshop process. Build-A-Bear Workshop plans to open six of the newly designed stores across the country in 2012.

“The new store at Castleton Square Mall will provide fun, memorable, and innovative experiences for families for years to come,” said Maxine Clark, founder and chief executive bear of Build-A-Bear Workshop. “When Build-A-Bear Workshop opened its first store, our concept redefined retail and this new design will once again change the industry. I am very excited about the enhanced features that will allow us to continue to lead in the interactive retail space.”

Castleton Square Mall is owned and managed by Simon Property Group, Inc. “Build-A-Bear Workshop and Simon Property Group have had a tremendous relationship for many years,” said Rose Hawn, director of mall marketing, Simon Property Group, Inc. “We are very happy that Build-A-Bear Workshop has selected Castleton Square Mall as the site of one of its newly designed stores.”

“We remain committed to our mission to bring the teddy bear to life while providing the ‘funnest’ hour of a family’s day at all touch points— in our stores, on our e-commerce site, online in Bearville™ and through our mobile app,” said Clark. “Our Guests have been a big part of our success and we have worked with a group of kids, our Cub Advisors, and their moms to perfect the working model of the store design. Our new store at Castleton Square Mall will maintain the fun, memory-making and personal interaction for which we are known while adding new sensory and technological features.”

The Build-A-Bear Workshop store at Castleton Square Mall will open in Fall 2012. Guests are invited to visit other area stores or the company’s award-winning websites, [buildabear.com](http://buildabear.com)® and [bearville.com](http://bearville.com)™, during the construction period.

### **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 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](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.

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