



Build-A-Bear Workshop Supports Stop Cyberbullying Month

October 16, 2012

Cody Simpson to participate in company's efforts as Brand Ambassador

ST. LOUIS (Oct. 16, 2012) – [Build-A-Bear Workshop®](#), the interactive entertainment retailer of customized stuffed animals, will continue its efforts to promote October as Stop Cyberbullying Month at Build-A-Bear Workshop. The company, along with Build-A-Bear Workshop Brand Ambassador and teen pop singer Cody Simpson, invites Guests to take the pledge against cyberbullying with a number of programs in Build-A-Bear Workshop stores and online at Bearville.com™, the company's virtual world and entertainment destination.

"At Build-A-Bear Workshop, we strive to provide a fun and safe experience for all our Guests, both in our stores and online at Bearville.com," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "We are pleased to work in association with WiredSafety.org to help stop cyberbullying and continue our commitment to protecting children's play online."

Cyberbullying is the use of digital technology as a weapon by one minor to hurt another minor, and it is a growing problem. "Bullies aren't just in school, they're online too. The goal of Stop Cyberbullying Month is to raise awareness that cyber safety is very important and something everyone should always remember to stop, block and tell," said Cody Simpson, Build-A-Bear Workshop Brand Ambassador. "I always remind my fans to not do anything online that they wouldn't do in real life and together, we can help put an end to bullying."

The Build-A-Bear Workshop company-wide Stop Cyberbullying program is comprised of several online and in store elements.

Online:

- Citizens of Bearville.com can take the WiredSafety Pledge and receive a virtual safety sash and virtual awareness poster for their online characters.
- Cody Simpson, Build-A-Bear Workshop Brand Ambassador, is participating in the company's efforts for Stop Cyber Bullying month with an anti-bullying video playing in the Bearville Theater and on the Build-A-Bear Workshop YouTube channel.
- On Facebook and Twitter, Guests receive a badge to share with their Facebook friends for taking the pledge against cyberbullying.

In store:

- Guests receive a sticker saying "I pledge to not bully" by taking the pledge at the Stuff Me station.

"Build-A-Bear Workshop is committed to making our virtual world a safe and fun extension of the Build-

A-Bear Workshop in-store experience by creating awareness for this important safety message,” said Dave Finnegan, Build-A-Bear Workshop chief information and interactive bear. “We will continue to listen to our Guests and work with key partners like WiredSafety.org to create a safe online space for children.”

The Build-A-Bear Workshop online safety program for children and parents has been developed in association with leading cyber safety expert Parry Aftab, executive director and founder of WiredSafety.org. The organization is the world's largest cyber safety group that aims to increase online safety awareness by providing families with resources and usage guidelines. The organization also operates StopCyberbullying.org.

According to Parry Aftab, who is advising Build-A-Bear Workshop on the Stop Cyberbullying Program, “In recent polls conducted by WiredSafety, cyberbullying has been seen in kids as young as seven, with an increase in cyberbullying among fourth-graders. I am pleased that top brands, such as Build-A-Bear Workshop, have stepped up to the challenge to help provide safe online spaces for kids. Build-A-Bear Workshop has always been about kindness and caring and that is what it will take to stop cyberbullying. This is a critical issue; with leading companies working together, we are accomplishing our mutual goals of making safety in the online space a top priority.”

About Cody Simpson

With over 3.4 million Twitter followers, over 3.3 million Facebook likes and more than 144 million YouTube views, 15-year-old pop star Cody Simpson is already a teen phenomenon. Simpson, who is currently on tour supporting Justin Bieber on Bieber’s “Believe Tour,” marked the recent release of his debut album “Paradise” with a pair of sold-out concerts at Lost Angeles’ Staples Center. 2012 has been a banner year for Cody, having kicked tings off with his own sold out “Welcome To Paradise Tour” and being named “Favorite Aussie Superstar” at the 2012 Nickelodeon Kids’ Choice Awards. Simpson was also among the top stars invited to participate in the 134th annual White House Easter Egg Roll, and kept busy leading up to the release of “Paradise,” by joining Big Time Rush on the massive “Big Time Summer Tour” and releasing a new interactive film, “Finding Cody,” via Warner Music Group’s original YouTube channel, “The Warner Sound.” For additional information please visit www.codysimpson.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®.

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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