



Build-A-Bear® Named to FORTUNE 100 Best Companies to Work For® List for Seventh Consecutive Year

March 5, 2015

Dedication to exceptional workplace and employee trust land company on renowned list

ST. LOUIS, March 5, 2015 /PRNewswire/ -- For the seventh consecutive year, Build-A-Bear® (NYSE: BBW) has earned a spot on the FORTUNE 100 Best Companies to Work For® list. This long-standing achievement highlights the company's dedication to creating an outstanding environment for both its guests and associates.

Build-A-Bear was selected among hundreds of companies vying for a place on the list this year. Applicant companies opt to participate in the selection process, which includes an employee survey and an in-depth questionnaire about their programs and company practices. Great Place to Work® then evaluates each application using its unique methodology based on five dimensions: credibility, respect, fairness, pride and camaraderie.

Creators of the methodology behind the list, Great Place to Work has found that employees believe they work for great organizations when they consistently trust the people they work for, have pride in what they do, and enjoy the people they work with.

"This award is a testament to the value that both our company and our associates attribute to making the place they call 'work' enjoyable and productive," said Sharon John, chief executive officer, Build-A-Bear Workshop. "From our employee recognition program where associates are regularly honored by their peers to our energetic quarterly updates where we reconnect the team to our values, our goal is to actively perpetuate our corporate mission of 'adding a little more heart to life.'"

"A new type of 21st century company is emerging," said China Gorman, CEO of Great Place to Work. "It is transforming how business is done both internally and externally. It understands that a high-trust work culture results in higher productivity, increased engagement and better financial performance. These factors ultimately lead to a competitive advantage and enable companies to quickly bounce back from challenging situations. The 100 Best companies set the standard for businesses."

To see the complete 2015 FORTUNE Best Companies to Work for list, visit www.fortune.com/best-companies.

About Great Place to Work

Great Place to Work® is the global authority on high-trust, high-performance workplace cultures. Through

proprietary assessment tools, advisory services and employer branding programs, including Best Companies lists and workplace reviews, Great Place to Work® provides the benchmarks, framework, and expertise needed to create, sustain, and recognize outstanding workplace cultures. Great Place to Work®'s Trust Index®, a 58-question employee survey that measures trust, is used around the world to help companies increase the levels of trust across their organizations and improve business results. Annually, Great Place to Work® produces the research for the annual Fortune 100 Best Companies to Work For® list and the Great Place to Work® Best Small and Medium Workplaces list. Follow Great Place to Work® online at www.greatplacetowork.com and on Twitter at @GPTW_US.

About Fortune

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About Build-A-Bear Workshop, Inc.

Founded in St. Louis in 1997, Build-A-Bear Workshop, Inc. is the only global Company that offers an interactive make-your-own stuffed animal retail-entertainment experience. There are approximately 400 Build-A-Bear Workshop stores worldwide, including Company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom, Ireland and Denmark, and franchise stores in Europe, Asia, Australia, Africa, the Middle East, and Mexico. The Company was named to the FORTUNE 100 Best Companies to Work For® list for the seventh year in a row in 2015. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$392.4 million in fiscal 2014. For more information, call 888.560.BEAR (2327) or visit the Investor Relations section of its Web site at buildabear.com®.

Trademarks

We 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 a registered trademark of Build-A-Bear Retail Management, Inc. As such, 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. Thank you!

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