



Build-A-Bear Debuts Customizable Minions Collection

May 22, 2015

Exclusive, Make-Your-Own Plush Based on Universal Pictures and Illumination Entertainment's *Minions*, in Theaters July 10, 2015

ST. LOUIS--(BUSINESS WIRE)--May 22, 2015-- [Build-A-Bear](#) (NYSE: BBW), an interactive entertainment retailer of customized stuffed animals, announced today that the company will produce a line of exclusive, make-your-own plush based on Universal Pictures and Illumination Entertainment's *Minions*, in theaters July 10, 2015. The collection will feature **Minions** Kevin, Stuart and Bob and will be added to Build-A-Bear's summer season lineup, available in stores nationwide on May 22, 2015.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150522005345/en/>



The [Build-A-Bear Minions collection](#), available online and in stores, will include a variety of costume options, including the Minions' signature denim overalls and rubber boots, along with three era costumes as featured in the film. As guests make their new plush friends, they can choose from a selection of pre-recorded sounds based on each character's own popular sayings or add their own personal message on a [Build-A-Sound® recordable chip](#).

"Our *Minions* line is a unique, customizable offering, where guests can choose their own costumes, sounds, and of course, participate in our signature heart ceremony to make their Minion their own," said **Jennifer Kretchmar, chief product officer, Build-A-Bear Workshop**. "Our collaboration with Universal and Illumination is testament to

Build-A-Bear Workshop debuts customizable Minions collection in stores, May 22, 2015, based on Universal Pictures and Illumination Entertainment's *Minions*. (Photo: Business

Wire)

yet another way we are
providing memorable

experiences for our store guests.”

Build-A-Bear's new *Minions* collection includes:

- Minions Kevin, Stuart and Bob. Pricing starts at \$25.
- Outfits and accessories sold separately, including era costume sets: Pirate, Gone Batty (Vampire) and Peace Brother Minion.

About *Minions*

The story of Universal Pictures and Illumination Entertainment's *Minions* begins at the dawn of time. Starting as single-celled yellow organisms, Minions evolve through the ages, perpetually serving the most despicable of masters. Continuously unsuccessful at keeping these masters — from *T. rex* to Napoleon — the Minions find themselves without someone to serve and fall into a deep depression.

But one Minion named Kevin has a plan, and he — alongside teenage rebel Stuart and lovable little Bob — ventures out into the world to find a new evil boss for his brethren to follow.

The trio embarks upon a thrilling journey that ultimately leads them to their next potential master, Scarlet Overkill (Academy Award® winner Sandra Bullock), the world's first-ever female super-villain. They travel from frigid Antarctica to 1960s New York City, ending in mod London, where they must face their biggest challenge to date: saving all of Minionkind...from annihilation.

Featuring a soundtrack of hit music from the '60s that still permeates our culture today, *Minions* is produced by Illumination's Chris Meledandri and Janet Healy, and is directed by Pierre Coffin and Kyle Balda. Brian Lynch has written the screenplay for the 3D-CG comedy adventure, and Chris Renaud serves as executive producer of the film. www.minionsmovie.com

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®.

About Universal Pictures

Universal Pictures is a division of Universal Studios (www.universalstudios.com). Universal Studios is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. NBCUniversal is a subsidiary of Comcast Corporation.

About Universal Partnerships & Licensing

Universal Partnerships & Licensing (UP&L) oversees NBCUniversal's consumer product and digital licensing for Universal Pictures, NBC Television, Focus Features and Sprout Channel. This dedicated division is also

responsible for film, home entertainment and television promotions. UP&L is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.

About Illumination Entertainment

Illumination Entertainment, founded by Chris Meledandri in 2007, is one of the entertainment industry's leading producers of all-audience event films. In July 2010, Illumination, which has an exclusive financing and distribution partnership with Universal Pictures, released its first film, *Despicable Me*, starring Steve Carell, which earned more than \$540 million worldwide and launched a beloved global franchise. With the success of 2011's *Hop* (over \$183 million worldwide), 2012's *Dr. Seuss' The Lorax* and 2013's juggernaut *Despicable Me 2* — the year's third-highest-grossing film at the worldwide box office — Illumination's films have made almost \$2 billion. Universal and Illumination's next film *Minions*, starring Academy Award®-winner Sandra Bullock and Jon Hamm, written by Brian Lynch, and directed by Pierre Coffin and Kyle Balda, arrives in theaters on July 10, 2015. Fans may also experience Minion Mayhem in 3D with the Ultra-HD movie motion simulator adventure at Universal Orlando Resort and Universal Studios Hollywood.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20150522005345/en/>

Source: Build-A-Bear

Ketchum

Kristin Copeland, 404-879-9248

Kristin.copeland@ketchum.com