



## **Build-A-Bear Workshop, Inc. Announces Participation in the ICR Conference 2016**

January 6, 2016

ST. LOUIS--(BUSINESS WIRE)--Jan. 6, 2016-- Build-A-Bear Workshop, Inc. (NYSE:BBW) today announced that the company will be presenting at the ICR Conference 2016 held at The Grand Lakes Orlando in Orlando, Florida on Wednesday, January 13, 2016 at 10:00 a.m. Eastern Standard Time. Sharon Price John, Chief Executive Officer and Chief President Bear, and Voin Todorovic, Chief Financial Officer, will host the presentation

The audio portion of the presentation will be webcast live at <http://IR.buildabear.com> and remain available for ninety days.

### **About Build-A-Bear Workshop, Inc.**

Founded in St. Louis in 1997, Build-A-Bear, a global brand kids love and parents trust, seeks to add a little more heart to life. Build-A-Bear has approximately 400 stores worldwide where guests can create customizable furry friends, including company-owned stores in the United States, Canada, Denmark, Ireland, Puerto Rico, and the United Kingdom, and franchise stores in Africa, Asia, Australia, Mexico and the Middle East. 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, Inc. (NYSE:BBW) posted a total revenue of \$392.4 million in fiscal 2014. For more information visit the Investor Relations section of [buildabear.com](http://buildabear.com).

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