



## **Great Place to Work® and Fortune Name Build-A-Bear Workshop One of the 2016 Best Workplaces for Women for Second Consecutive Year**

September 15, 2016

ST. LOUIS (Sept. 15, 2016) – For the second consecutive year, [Build-A-Bear Workshop](#) Inc. (NYSE: BBW) —an interactive destination where guests can make their own personalized furry friends—is one of the [2016 Best Workplaces for Women](#), according to global research and consulting firm Great Place to Work® and *Fortune*.

Build-A-Bear Workshop ranked No. 3 out of 100 companies on the list, which is based on employees' assessments of communications with management, options for development and training, and support for work/life balance, among other factors. The ranking also takes into account how well-represented women are within the workforce overall and in management and executive positions. Build-A-Bear was selected among hundreds of companies vying for a spot on the list.

Both women and men at Best Workplaces for Women feel their employers provide ample opportunities to grow and advance in their careers, and provide them with the flexibility they want to balance their work and personal lives.

"Cultivating an environment in which all employees can thrive, in both their work and personal lives, is important to us," said Sharon Price John, chief executive officer, Build-A-Bear Workshop. "As a company founded by a woman and led by talented men and women, we are thrilled to be named a Best Workplace for Women and honored to be among so many incredible companies on the list."

Build-A-Bear Workshop also ranked as a best workplace on the 2016 *Fortune* 100 Best Companies to Work For® list by Great Place to Work and *Fortune* for the eighth consecutive year.

The Best Workplaces for Women ranking is part of a series of rankings by Great Place to Work and *Fortune* based upon employee survey feedback from Great Place to Work-Certified™ organizations.

To see the full list of the Best Workplaces for Women, click [here](#). To see the schedule for all of our workplace lists and for more information on how to apply, visit [Great Place to Work's website](#).

### **About Build-A-Bear**

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 Workshop 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, the United Kingdom and China, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. The company was named to the FORTUNE 100 Best Companies to Work For® list for the eighth year in a row in 2016. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted a total revenue of \$377.7 million in fiscal 2015. For more information, visit [buildabear.com](#).

## About the Best Workplaces for Women

Published together with our partner *Fortune*, the **100 Best Workplaces for Women** rankings are based entirely upon feedback from more than 137,762 women at Great Place to Work–Certified companies. Women completed our anonymous Trust Index© survey, answering questions about how frequently they experience the behaviors that create a great workplace, including, for example, their assessment of how fairly they're treated regardless of gender, the quality and authenticity of communications with managers, and equitable pay and promotion practices. Women's anonymous responses resulted in a total score for each company, which was compared to the benchmark for organizations of that size, and ranked accordingly.

Results from the survey are highly reliable, having a 95% confidence level and a margin of error of 6% or less. Winning a spot on this list indicates the company has distinguished itself from peers by being a great place to work for women, and has a workplace where women have high representation in the total employee population and in management positions. The 100 companies with the highest employee ratings and female representation were selected for the list.

## 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 certification programs, including Best Workplaces lists and workplace reviews, Great Place to Work® provides the benchmarks, framework, and expertise needed to create, sustain, and recognize outstanding workplace cultures. In the United States, Great Place to Work® produces the annual *Fortune* "100 Best Companies to Work For®" and a series of Great Place to Work® Best Workplaces lists, including lists for Millennials, Women, Diversity, Small and Medium Companies and over a half dozen different industries.

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