



Build-A-Bear Workshop Announces New Licensed Partnership With SEGA® and Unveils Make-Your-Own Sonic the Hedgehog™ Furry Friends and Accessories

December 1, 2016

Online Exclusive Bundle Available Now, In-store Furry Friends and Accessories Arriving December 3 at U.S. and Canada Build-A-Bear Workshop Stores

(ST. LOUIS) December 1, 2016 – [Build-A-Bear](#) Workshop, Inc. (NYSE: BBW), an interactive destination where guests can create personalized furry friends, today announced a new licensed partnership with SEGA® with the unveiling of a new Sonic the Hedgehog™ line. 2016 marks the 25th anniversary of Sonic, and this is the first time SEGA furry friends and accessories have been offered at Build-A-Bear Workshop.

Starting today, an online exclusive bundle—featuring a 17-inch Sonic the Hedgehog furry friend, a plush gold ring wrist accessory and a limited-edition Sonic print—is available at [buildabear.com/SONIC](#) (U.S.); the online exclusive bundle will launch on December 8 at [buildabear.co.uk](#) (U.K.). The full-color print was designed by Sonic Team™ in Japan exclusively for Build-A-Bear Workshop; the print and plush gold ring wrist accessory are only available as part of the online exclusive bundle. A Sonic furry-friend tee, a 13-inch pre-stuffed Tails and a Sonic 3 Special Stage Background Music digital sound chip are sold separately and can be added to online exclusive bundle orders. Quantities of the online exclusive bundle are limited.

“Our partnership takes this momentous occasion to a whole other level,” said Anoulay Tsai, Director of Licensing at SEGA of America. “Build-A-Bear has ingeniously formulated a way to capture the collectors market, and we’re honored to be afforded the opportunity to (pun intended) build this unprecedented program in SEGA history. We hope to captivate devoted fans and introduce Sonic to a new audience with this furry friend!”

The make-your-own Sonic the Hedgehog furry friend, pre-stuffed Tails, Sonic tee and digital sound chip will arrive at U.S. and Canada Build-A-Bear Workshop stores on December 3. The in-store Sonic offerings will be available at U.K., Ireland and Denmark Build-A-Bear Workshop locations in March 2017.

“Sonic the Hedgehog is one of the most iconic characters in the gaming world, and SEGA is a fantastic addition to our world-class portfolio of licensed partners that continues to appeal to Build-A-Bear Workshop guests of all ages,” said Gina Collins, chief marketing officer, Build-A-Bear Workshop. “We worked closely with the team at SEGA to create an online exclusive bundle and in-store offerings that appeal to Sonic fans, and we’re excited to launch them in time for the holidays.”

From the day Sonic the Hedgehog launched, June 23, 1991, he quickly became one of the most popular characters around. He is well-known for his super-fast speed, cool edgy attitude and readiness for all types of adventure. To date, the “Blue Blur” has sold more than 350 million copies of packaged and digital games. The success and awareness of Sonic spans animations and video games on multiple platforms, and resonates strongly among thriving fan communities and social media networks.

To stay current on Sonic the Hedgehog news, follow Sonic on [Twitter](#) and [Instagram](#), like him on [Facebook](#), and subscribe to the [Twitch channel](#) and the [YouTube Channel](#). For the latest in Sonic merchandise and

other exciting updates, follow the Instagram account [@SonicStyles](#).

For more information about Build-A-Bear, visit [buildabear.com](#), and follow the brand on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

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. The company 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, Europe, 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 [www.buildabear.com](#).

About SEGA of America

SEGA® of America, Inc. is the American arm of Tokyo, Japan-based SEGA Games Co., Ltd., a worldwide leader in interactive entertainment both inside and outside the home. The company develops, publishes and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Inc. SEGA of America's website is located at [www.sega.com](#)

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