



Great Place to Work® and Fortune Name Build-A-Bear Workshop One of the 2017 Best Workplaces for Women for Third Consecutive Year

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ST. LOUIS (Sept. 15, 2017) – For the third consecutive year, Great Place to Work and FORTUNE have named [Build-A-Bear Workshop](#) Inc. (NYSE: BBW)—an interactive destination where guests can make their own personalized furry friends—one of the country’s Best Workplaces for Women.

The [list](#) considered more than 400,000 employee surveys from hundreds of businesses in all sectors of the economy. The ranking gauged women’s assessment of their organizations’ culture, leadership, fairness and other elements essential for a great workplace. Build-A-Bear Workshop came in No. 16 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.

“Staying true to our culture of being a great place to work is important to us, and it’s an honor to be named a Best Workplace for Women again this year,” said Sharon Price John, president and chief executive officer, Build-A-Bear Workshop. “We embrace the individuality in everyone and are thankful for the diversity of thought and experience our associates bring to the job every day at Build-A-Bear.”

Research from Great Place to Work has shown that women are five times more likely to plan a long-term future with their employers when they say they’re treated as full members of the team, regardless of position. The Best Workplaces for Women also set themselves apart from competitors in other important ways: 95 percent of women at these organizations describe them as friendly, and the same share say they’re proud to tell others where they work.

“The Best Workplaces for Women deserve recognition for crafting environments where men and women alike can bring their best selves to work each day,” said Michael Bush, CEO of Great Place to Work.

The Best Workplaces for Women is one of a [series of rankings by Great Place to Work](#) and FORTUNE based on employee feedback from Great Place to Work-Certified™ organizations.

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 ninth year in a row in 2017. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted a total revenue of \$364.2 million in fiscal 2016. For more information, visit buildabear.com.

About the Best Workplaces for Women

The ranking was drawn from surveys of more than 400,000 U.S. employees at Great Place to Work-Certified organizations, assessing them on:

- Key metrics for a great workplace. Great Place to Work analyzed how women rated their organizations in more than 50 areas, including respect, fairness, management and camaraderie.
- Gender comparison. The ranking considered women's survey results compared to their colleagues' to ensure women had as positive an experience as men. This took into account an index of factors where women often lag their peers, such as access to meaningful work, fair pay and plans for a future with their organizations.
- Consistent experiences in a diverse group. Great Place to Work also analyzed demographic patterns to ensure companies created great workplaces for all women, regardless of who they are or what jobs they do.

Surveys were conducted anonymously at each organization and women's results achieved at least a 95 percent confidence level and a 7 percent margin of error or less. Organizations needed to employ at least 50 women to be considered.

To find out more about becoming Great Place to Work-Certified and eligible for Best Workplaces lists published with FORTUNE, visit [Greatplacetowork.com](https://www.greatplacetowork.com).

About Great Place to Work

Great Place to Work is the global authority on high-trust, high-performance workplace cultures. Through its [certification programs](#), Great Place to Work recognizes outstanding workplace cultures and produces the annual FORTUNE "100 Best Companies to Work For®" and Great Place to Work Best Workplaces lists for Millennials, women, diversity, small & medium companies, industries and, internationally, countries and regions. Through its [culture consulting services](#), Great Place to Work helps its clients create great workplaces that outpace peers on key business metrics like revenue growth, profitability, retention and stock performance.

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