



Great Place To Work® and FORTUNE Name Build-A-Bear Workshop One of the Best Workplaces in Retail for Fourth Consecutive Year

November 7, 2017

ST. LOUIS (Nov. 7, 2017) – For the fourth consecutive year, [Build-A-Bear Workshop](#) Inc. (NYSE: BBW)—an interactive destination where Guests can make customized furry friends—is one of the [Best Workplaces in Retail](#), according to global research and consulting firm Great Place to Work and FORTUNE.

Build-A-Bear Workshop ranked No. 4 on the 2017 list, which is based on responses from 38,000 employees in the sector, taking into account more than 50 factors that shape their experience at work.

“It is an honor to be named one of the Best Workplaces in Retail, among so many other great companies in the industry,” said Sharon Price John, president and chief executive officer, Build-A-Bear Workshop. “Our continued presence on this list is a testament to our commitment to adding a little more heart to life—not only for our Guests, but for our associates, who are dedicated to bringing smiles to those Guests every day.”

The Best Workplaces in Retail inspire loyalty in shoppers and employees alike. At the winning companies, 90 percent of co-workers said customers would rate their service as excellent. Nine in 10 also said they're proud to tell others where they work, building valuable word of mouth.

"Thanks to their commitment to provide a fulfilling career experience, the Best Workplaces earn the trust and dedication of retail employees who serve as critical ambassadors for their brands," said Chinwe Onyeagoro, president of Great Place to Work.

The Best Workplaces in Retail is one of a series of rankings by Great Place to Work and FORTUNE based on employee survey feedback from [Great Place to Work®-Certified™ organizations](#). Build-A-Bear Workshop also ranked as a best workplace on the following lists by Great Place to Work® and FORTUNE: the 2017 100 Best Companies to Work For® list (for the ninth consecutive year); the 2017 Best Workplaces for Women list (for the third consecutive year); the 2017 Best Workplaces for Millennials list (for the third consecutive year); and the 2016 Best Workplaces for Diversity list (for the second consecutive year).

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 in Retail

Great Place to Work based its ranking on a [data-driven methodology](#) applied to anonymous Trust Index™ survey responses from more than 38,000 employees at Great Place to Work-Certified™ organizations. To learn more about Great Place to Work Certification and recognition on Best Workplaces lists published with FORTUNE, visit 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 clients create great workplaces that outpace peers on key business metrics like revenue growth, profitability, retention and stock performance.

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