



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

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ST. LOUIS (Dec. 5, 2017) – For the third 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 for Diversity](#), according to global research and consulting firm Great Place to Work and FORTUNE.

Build-A-Bear Workshop ranked No. 37 on the 2017 list, which is based on more than 440,000 employee surveys from organizations in a wide range of industries across the U.S., taking into account more than 50 elements of team members' experience on the job. These include professional development, behaviors linked to innovation, leadership confidence and consistent treatment among employees of different backgrounds. The ranking also accounts for the share of women, people of color, Baby Boomers and LGBT individuals in the workplace.

“We are incredibly grateful to have so many talented associates from different backgrounds contributing to our success and continuing to make Build-A-Bear Workshop a fun, fulfilling place to work,” said Sharon Price John, president and chief executive officer, Build-A-Bear Workshop. “We value the unique expertise and perspective each of our team members brings in helping us add a little more heart to life.”

The Best Workplaces for Diversity stand out for their consistent leadership and the meaningful ways that all employees contribute to their organizations. Tenure for women and people of color was higher at the leading employers than at their peers. In several business sectors, the winning organizations also reported turnover two to three times lower than industry averages.

“The Best Workplaces for Diversity have achieved something beyond basic fairness. They find ways to connect with each and every employee, listening to their challenges and building on their talents,” said Michael Bush, CEO of Great Place to Work.

The Best Workplaces for Diversity 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 in Retail list (for the fourth consecutive year); and the 2017 Best Workplaces for Millennials list (for the third 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 for Diversity

Great Place to Work based its ranking on a [data-driven methodology](#) applied to anonymous Trust Index™ survey responses from 442,624 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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