Build-A-Bear Workshop Introduces Disney Princess Collection

January 9, 2013

Company hosts Princess Weekend Friday, Jan. 11, through Sunday, Jan. 13

ST. LOUIS (Jan. 9, 2013) - Build-A-Bear Workshop®, the interactive retailer of customized stuffed animals, is celebrating the launch of its Disney Princess bear and collection of enchanting costumes by hosting **Princess Weekend**, Friday, Jan. 11, through Sunday, Jan. 13, in stores throughout North America. Guests will be given the royal treatment with paper crowns and jewel stickers to decorate in their own special way. After a crowning and knighting ceremony, Guests will be able to create magical memories with the new Disney Princess bear ($23), featuring a sparkling crown and paw depicting beloved Disney Princess characters and majestic crowns.

"At Build-A-Bear Workshop, we want everyone to feel as special as a princess with a fairy godmother," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "With this new Disney Princess bear and collection of beautiful princess costumes, we invite Guests to embark on a magical journey filled with imagination and adventure!"

Guests can magically transform any furry friend into their favorite princess with these new costumes, $16 each:

- Belle(available in select stores)
- Cinderella Rapunzel
- Sleeping Beauty
- Snow White (available in select stores)
- Tiana

"The new Disney Princess Collection from Build-A-Bear Workshop brings the magic of the Disney Princess world to life by allowing Guests to celebrate their favorite Disney characters and create princess moments of their own," said Elaine Carovilla, director of licensing and hardlines, Disney Consumer Products.

About Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. There are more than 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom and Ireland, and franchise stores in Europe, Asia, Australia, Africa, the Middle East, Mexico and South America. Founded in St. Louis in 1997, Build-A-Bear Workshop is the leader in interactive retail. Brands include make-your-own Major League Baseball® mascot in-stadium locations, and Build-A-Dino® stores. Build-A-Bear Workshop extends its in-store interactive experience online with its award winning virtual world website at bearville.com ™. The company was named to the FORTUNE 100 Best Companies to Work For® list for the fourth year in a row in 2012. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of $394.4 million in fiscal 2011. For more information, call 888.560.BEAR (2327) or visit the company's award-winning website at buildabear.com®.

TRADEMARKS

We would like to thank you for your interest in covering our business. As you write your story, we would ask that you use our full name: Build-A-Bear Workshop® and that when referencing the process of making stuffed animals you use the word "make" not "build". Build-A-Bear Workshop is our well-known trade name and our registered trademark of Build-A-Bear Retail Management, Inc.

Build-A-Bear Workshop® should only be used in capital letters to refer to our products and services and should not be used as a verb.

Contact:
Jill Saunders
314-423-8000 ext. 5293
314-422-4523 (cell)
JillS@buildabear.com

Shannon Lammert
314-423-8000 ext. 5379
314-556-8841 (cell)
ShannonL@buildabear.com

Liz Virji
818-544-1926
liz.virji@disney.com