



Build-A-Bear Workshop Expands MY LITTLE PONY Collection Following Successful Launch in April

August 1, 2013

Company introduces make-your-own PRINCESS TWILIGHT SPARKLE and SPIKE THE DRAGON to add to the popular collection

ST. LOUIS--(BUSINESS WIRE)--Aug. 1, 2013-- [Build-A-Bear Workshop](#)[®], the interactive entertainment retailer of customizable stuffed animals, is expanding its MY LITTLE PONY collection with the launch of PRINCESS TWILIGHT SPARKLE under license from Hasbro, Inc. Arriving August 2, PRINCESS TWILIGHT SPARKLE (\$25) and her trusted assistant SPIKE THE DRAGON (\$10) will be available at Build-A-Bear Workshop stores throughout North America and online at [buildabear.com](#)[®]. The first ever make-your-own MY LITTLE PONY plush characters PINKIE PIE and RAINBOW DASH debuted at Build-A-Bear Workshop in April to much success. The company's licensing relationship with Hasbro, Inc. allows Guests to engage with these iconic characters in new and exciting ways at Build-A-Bear Workshop and uniquely personalize the ponies like never before.



Arriving August 2, PRINCESS TWILIGHT SPARKLE (\$25) and her trusted assistant SPIKE THE DRAGON (\$10) will be available at Build-A-Bear Workshop stores throughout North America and online at [buildabear.com](#). (Photo: Business Wire)

“We are thrilled to continue our relationship with the MY LITTLE PONY brand by bringing PRINCESS TWILIGHT SPARKLE to our Guests,” said Sharon John,

Build-A-Bear Workshop Chief Executive Officer. “Guests of all ages relate to this iconic brand and we look forward to expanding the MY LITTLE PONY collection at Build-A-Bear Workshop.”

Guests can complete the signature look for PRINCESS TWILIGHT SPARKLE with a variety of fashions, including:

- MY LITTLE PONY Coronation Cape 2pc. (\$13)
- Gold Bow Flats (\$7.50 per pair)
- MY LITTLE PONY Friendship is Magic theme song (\$7) that can be added to any stuffed animal
- Rainbow Brush (\$3.50)

“We are delighted with the success of MY LITTLE PONY at Build-A-Bear Workshop,” said Simon Waters, SVP Global Brand Licensing and Publishing. “We expect PRINCESS TWILIGHT SPARKLE along with her trusted assistant SPIKE THE DRAGON to be a huge hit with Build-A-Bear Workshop Guests and MY LITTLE PONY fans everywhere.”

The MY LITTLE PONY brand has brought fun, friendship & joy to millions of kids of all ages around the globe. The “*My Little Pony: Friendship is Magic*” animated series is created by Hasbro Studios and is currently airing on The Hub TV Network in the United States, and can be seen globally in over 170 countries.

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 fifth year in a row in 2013. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$380.9 million in fiscal 2012. For more information, call 888.560.BEAR (2327) or visit the company’s award-winning website at buildabear.com®.

Join us on all of our social spaces to get exclusive content and stay up-to-date on the most current promotions:

- Facebook: www.facebook.com/buildabear
- Twitter: www.twitter.com/buildabear
- Pinterest: www.pinterest.com/buildabear
- Instagram: Search for username buildabear on Instagram
- iPhone app: www.buildabear.com/app
- Blog: <http://blog.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.

About Hasbro, Inc.

[Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company’s world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company’s Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company’s deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and

sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the “World’s Most Ethical Companies” and is ranked as one of Corporate Responsibility Magazine’s “100 Best Corporate Citizens.” Learn more at www.hasbro.com.

© 2013 Hasbro, Inc. All Rights Reserved.



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130801006296/en/>

Source: Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc.
Shannon Lammert, 314-423-8000, ext. 5379
Cell: 314-556-8841
ShannonL@buildabear.com

or
Jill Saunders, 314-423-8000, ext. 5293
Cell: 314-422-4523
JillS@buildabear.com