



Build-A-Bear Workshop Re-Teams With The Smurfs™

July 8, 2013

New friends Vexy and Hackus, direct from Paris, join Smurfette for the release of Columbia Pictures / Sony Pictures Animation's "THE SMURFS 2," in theaters July 31

ST. LOUIS--(BUSINESS WIRE)--Jul. 8, 2013-- [Build-A-Bear Workshop](http://Build-A-Bear-Workshop.com)®, the interactive entertainment retailer of customized stuffed animals, is introducing its second collection of Smurf characters in honor of Columbia Pictures / Sony Pictures Animation's "THE SMURFS™ 2" set to hit theaters July 31. Find the newest friends from the film, Vexy and Hackus, joining Smurfette on their latest adventure at Build-A-Bear Workshop and online at buildabear.com® beginning July 5.

To celebrate the Smurfs' arrival, Build-A-Bear Workshop is holding an #IloveySmurf Instagram contest. Guests are invited to take a picture of their Smurfs plush from Build-A-Bear Workshop and share it on Instagram using the hashtag #IloveySmurf in their Instagram photo. Images will be judged on a set of criteria and the five (5) best photos will win. Winners will receive a \$50 Bear Buck\$® gift card. The contest runs from July 12- July 21. No purchase necessary. Void where prohibited.

"In 2011, Build-A-Bear Workshop launched its first ever make-your-own Smurfs line to much success. Our Guests love the Smurfs and we are so excited to have Vexy and Hackus joining us at Build-A-Bear Workshop," said Maxine Clark, Build-A-Bear Workshop founder. "We are pleased to be working with Sony Pictures to continue sharing these fun characters with our Guests just in time for the release of the film."

Make-your-own Smurfette, Vexy and Hackus (\$23 each) can be outfitted in a variety of Smurfs clothing and accessories, including:

- Smurfette dress (\$10.50)
- Smurfette & Vexy pajamas (\$12.50)
- Smurf BFF slippers (\$6.50)
- Vexy Skirt outfit (\$13.50)
- Smurf Hoodie (\$8.50)
- Smurfs theme song (La La Song) (\$7.00)

"We are thrilled to be continuing our relationship with Build-A-Bear Workshop to bring these characters to life," said George Leon, executive vice president, Worldwide Consumer Marketing for Sony Pictures. "Fans of the Smurfs will be thrilled to find their favorite characters from the new movie at Build-A-Bear Workshop."

In *The Smurfs*™2, the sequel to Columbia Pictures/Sony Pictures Animation's hybrid live action/animated family blockbuster comedy *The Smurfs*, the evil wizard Gargamel creates a couple of mischievous Smurf-like creatures called the Naughties that he hopes will let him harness the all-powerful, magical Smurf-essence. But when he discovers that only a real Smurf can give him what he wants, and only a secret spell that Smurfette knows can turn the Naughties into real Smurfs, Gargamel kidnaps Smurfette and brings her to Paris, where he has been winning the adoration of millions as the world's greatest sorcerer. It's up to Papa, Clumsy, Grouchy, and Vanity to return to our time, reunite with their human friends Patrick and Grace Winslow, and rescue her! Will Smurfette, who has always felt different from the other Smurfs, find a new connection with the Naughties Vexy and Hackus – or will the Smurfs convince her that their love for her is True Blue? The film is directed by Raja Gosnell and produced by Jordan Kerner. The screenplay is by J. David Stem & David N. Weiss and Jay Scherick & David Ronn and Karey Kirkpatrick with a story by J. David Stem & David N. Weiss & Jay Scherick & David Ronn, Based on the Characters and Works of Peyo.

About the Smurfs

The story of the Smurfs - a property created by Peyo - started in 1958 with the creation of comic books which were later brought to both the big and small screen. Over the years, the little blue characters haven't just limited themselves to the page and the screen. They have inspired records and CDs that have sold millions of copies, entire collections of figurines and toys, and many more products. In all, more than 3,000 derived products have been produced and leading brands and companies have spread their messages worldwide with the help of the Smurfs. A multitude of new projects appear regularly, thus making the success of the Smurfs planetary!

About Sony Pictures Entertainment

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Entertainment Inc., a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. For additional information, go to <http://www.sonypictures.com>.

About Sony Pictures Animation

Sony Pictures Animation produces a variety of animated entertainment for audiences around the world. The studio is following its worldwide comedy hits – the 2012 monster hit comedy *Hotel Transylvania*, the 2011 hybrid live action/animated blockbuster *The Smurfs*, and the 2009 mouth-watering *Cloudy with a Chance of Meatballs* – with *The Smurfs 2* in July 2013, and *Cloudy With A Chance of Meatballs 2* in September 2013. Sony Pictures Animation, in conjunction with Aardman Animations, has produced two critically acclaimed feature films: the CG-animated family comedy *Arthur Christmas*; and the Academy Award® nominated stop-frame animated high-seas adventure, *The Pirates! Band of Misfits*. In 2007, *Surf's Up* also received an Academy Award® nomination for Best Animated Feature Film. The division, whose first feature film *Open Season* led to a very successful movie franchise, turned 10 in 2012. Sony Pictures Animation is an operating unit of Sony Pictures Digital Productions.

* Website: <http://www.sonypicturesanimation.com/>

* Facebook: <https://www.facebook.com/SONYPicturesAnimation>

* Twitter: <http://twitter.com/#!/sonyanimation>

* Tumblr: <http://sonyanimation.tumblr.com/>

* YouTube: <http://www.youtube.com/user/SonyAnimation>

About Lafig Belgium S.A.

Lafig Belgium is the owner of the rights to produce audio-visual works based on the Smurf universe and of the Smurf worldwide licensing rights (together with IMPS). Lafig Belgium is controlled by the heirs of Pierre Culliford, better known under his pseudonym Peyo, the author/creator of the Smurfs. For 50 years, the Culliford family has controlled the Smurf characters and all licenses worldwide.

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®.

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.

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