# Build-A-Bear Workshop Mini Friends to be Featured in McDonald's Happy Meals this Holiday Season

November 14, 2013

*New Collection of Mini Plush Stuffed Animals Available for a Limited Time*

ST. LOUIS--(BUSINESS WIRE)--Nov. 14, 2013-- Build-A-Bear Workshop®, the global interactive entertainment retailer of customized stuffed animals, announced today the continuation of its relationship with McDonald's USA through the McDonald's Happy Meal program. From November 15 through December 12, a new collection of Build-A-Bear Workshop mini stuffed animals will be featured in McDonald's Happy Meals across the United States. Guests who purchase a Build-A-Bear Workshop Happy Meal during this time will receive a miniature furry friend and a coupon for $10 off a purchase of $30 or more at Build-A-Bear Workshop or online at buildabear.com®. Additionally, Guests are invited to visit Build-A-Bear Workshop with the coupon found inside their Happy Meal to receive a free mini t-shirt for their new stuffed animal.

This program marks the fifth collection of mini-plush Build-A-Bear Workshop mini furry friends to be featured in McDonald's Happy Meals. Build-A-Bear Workshop began its relationship with McDonald's in 2006. This year, Build-A-Bear Workshop created five special designs of mini t-shirts to go along with the mini furry friends. Each week, a new mini t-shirt design will be made available at Build-A-Bear Workshop stores.

"We are thrilled to partner with McDonald's once again by featuring our Build-A-Bear Workshop plush collection in McDonald's Happy Meals," said Sharon John, Build-A-Bear Workshop chief executive officer. "This relationship provides a special way to remind our current consumers about the unique Build-A-Bear Workshop shopping experience as well as introduce our brand to new potential Guests throughout North America."

This new collection of eight mini stuffed animals was inspired by Build-A-Bear Workshop designs and previous furry friends. The collection includes:

- Winter Wonder Teddy
- Merry Mint Pup
- Snowy Smiles Polar Bear
- Twinkles Penguin
- Colorful Gumdrop Bear
- Sweet Gingerbread Girl
- Cozy Cute Teddy
- Pink Flurry Bunny

Build-A-Bear Workshop mini furry friends will be available in participating restaurants while supplies last.

**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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**About McDonald’s**

McDonald's USA, LLC, serves a variety of menu options made with quality ingredients to more than 26 million customers every day. Approximately 90 percent of McDonald's 14,000 U.S. restaurants are owned and operated by independent businessmen and women. Customers can now log online for free at approximately 11,500 participating Wi-Fi enabled McDonald's U.S. restaurants. For more information, visit www.mcdonalds.com, or follow us on Twitter and Facebook.



Source: Build-A-Bear Workshop, Inc.

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