



Build-A-Bear Workshop Debuts First Ever Make-Your-Own Disney Princess Palace Pets Collection

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Newest members of the Disney royal family come to life at Build-A-Bear Workshop

ST. LOUIS (Feb. 11, 2014) - [Build-A-Bear Workshop](#)® is bringing to life the royal pets of the favorite Disney Princess characters with the first ever make-your-own Disney Princess Palace Pets collection arriving Feb. 15. The Palace Pets were inspired by the personalities and classic stories of the Disney Princess characters. Build-A-Bear Workshop stores nationwide will be celebrating the arrival of Ariel's kitten, Treasure, and Cinderella's puppy, Pumpkin, by inviting Guests to dress up as their favorite Disney Princess character. When Guests make Treasure and Pumpkin, they will participate in a special coronation ceremony and receive a personalized letter from one of the Disney Princess characters with fun facts and pet care instructions for their new furry friend.

"This new collection allows Guests to nurture and pamper the Disney Princess Palace Pets like never before," said Sharon John, Build-A-Bear Workshop Chief Executive Officer. "We are thrilled to give children the opportunity to bring these special characters to life and further extend the stories of their favorite Disney Princess characters in a way that only Build-A-Bear Workshop can."

Plush, Clothing and Accessories:

- **Pumpkin (\$25)** is a glamorous, silky white puppy owned by Cinderella. She has big blue eyes, a small brown nose and her hair is styled in a fashion similar to Cinderella's hair.
 - Pumpkin likes to wear her **Blue Fancy Dress (\$13.50)** and **Disney's Pumpkin Accessory Set (\$12.50)** to royal balls where she can twirl and dance.
- **Treasure (\$25)** is a curious and playful coral red kitten.
 - Treasure likes to wear her **Purple Fancy Dress (\$13.50)** and **Disney's**

Treasure Accessory Set (\$12.50) to grand events at the castle.

- Guests can extend their fairy tale by making any furry friend a Princess with Disney Princess costumes in favorite characters including Ariel, Belle, Cinderella, Jasmine, Rapunzel, Sleeping Beauty, Snow White and Tiana (\$16 each).

The Disney Princess Palace Pets have been made popular by the Disney Princess Palace Pets app, first introduced in June 2013. The Disney Princess Palace Pets app shares the story of how the Palace Pets met the Disney Princess characters and includes interactive activities. The Disney Princess Palace Pets each belong to their own Disney Princess character and include: Ariel's kitten, Treasure; Aurora's kitten, Beauty; Belle's puppy, Teacup and pony, Petit; Cinderella's puppy, Pumpkin; Jasmine's tiger, Sultan; Rapunzel's

kitten, Summer and pony, Blondie; Snow White's Bunny, Berry; and Tiana's kitten, Lily.

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 United States, Puerto Rico, Canada, the United Kingdom and Ireland, and franchise stores in Europe, Asia, Australia, Africa, the Middle East and Mexico. The company was named to the FORTUNE 100 Best Companies to Work For® list for the sixth year in a row in 2014. 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.

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