



Build-A-Bear Workshop, Inc. Announces First Quarter Fiscal Year 2014 Results Release Date, Webcast and Conference Call

April 17, 2014

Build-A-Bear Workshop, Inc. (NYSE:BBW), today announced that it will report results for its fiscal first quarter ended March 29, 2014, on May 1, 2014 prior to the opening of trading on the New York Stock Exchange. The Company will host its quarterly investor conference call to discuss the results at 9 a.m. ET on the same day.

The dial-in number for the live conference call is (201) 493-6780 (domestic and international). The access code is Build-A-Bear. The live Internet broadcast may be accessed at the Company's investor relations Web site, <http://IR.buildabear.com>. The call is expected to conclude by 10 a.m. ET.

Replays of the conference call will be available via the Internet and telephone. The replay of the conference call webcast will be available at the investor relations Web site for one year. A telephone replay will be available beginning at approximately 12 p.m. ET on May 1, 2014, until 12 a.m. ET on May 15, 2014. The telephone replay is available by calling (858) 384-5517. The access code is 13580086.

About Build-A-Bear Workshop, Inc.

Founded in St. Louis in 1997, 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, 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 \$379.1 million in fiscal 2013. For more information, call 888.560.BEAR (2327) or visit the Investor Relations section of its award-winning Web site at buildabear.com®.

ST. LOUIS, April 17, 2014 (GLOBE NEWSWIRE) --

CONTACT: Investors:

Tina Klocke
Build-A-Bear Workshop
314-423-8000 x5210
Media:
Jill Saunders,
Build-A-Bear Workshop
314.423.8000 x5293

Build-A-Bear Workshop, Inc.