



## **Build-A-Bear Workshop Expands to Turkey with New Franchisee Agreement**

May 1, 2014

*First store to open in Mall of Istanbul in June 2014*

ST. LOUIS--(BUSINESS WIRE)--May 1, 2014-- Build-A-Bear Workshop® today announced an agreement with Horizon Toy Company of Turkey as a new international franchisee. The first Build-A-Bear Workshop store in Turkey is expected to open in Mall of Istanbul in June 2014.

“We will continue to expand the Build-A-Bear brand globally and are eager to introduce our concept to Turkey,” said Chief Executive Officer, Sharon John. “Our international growth demonstrates the expandability of the brand across cultures and geographies. We are excited about our relationship with Horizon Toy Company and look forward to working with these highly experienced franchisee partners.”

With the store opening in Turkey, Build-A-Bear Workshop will now operate in 15 countries through franchisees. Those countries include Australia, Bahrain, Denmark, Germany, Japan, Kuwait, Mexico, Norway, Oman, Singapore, South Africa, Sweden, Thailand, and United Arab Emirates.

### **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 approximately 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 \$379.1 million in fiscal 2013. For more information, call 888.560.BEAR (2327) or visit the Investor Relations section of its award-winning website at [buildabear.com](http://buildabear.com)®.

### **About Horizon Toy Company**

Horizon Toy Company was founded by partnership of Ozsay Group, which is leader in the maritime business sector, Cosmo Home which has retail chain of cosmetics in Turkey, and Al-Jaidah Brothers, a company headquartered in Qatar.



Source: Build-A-Bear Workshop

Build-A-Bear Workshop

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