



Build-A-Bear Workshop, Inc. Names Jennifer Kretchmar Chief Product Officer and Innovation Bear

August 12, 2014

ST. LOUIS, Aug. 12, 2014 /PRNewswire/ -- Build-A-Bear Workshop, Inc. (NYSE: BBW) today announced the appointment of Jennifer Kretchmar as chief product officer and innovation bear, effective August 12, 2014. Kretchmar will lead the Company's merchandising and product development teams and will report to Sharon John, chief executive officer of Build-A-Bear Workshop®. She will be responsible for product development, design, quality, sourcing, merchandising, planning, and wholesale.



"Jenn is a seasoned merchandising executive with 20 years of experience in senior leadership roles with both toys and children's products," said John. "I am pleased to have her join the team and confident that she will bring valuable perspective as we evolve our business model to leverage the strength of the Build-A-Bear Workshop brand and drive future growth."

Kretchmar most recently held the position of SVP of Product and Brand Management with the Stride Rite Children's Group of Wolverine World Wide where she was responsible for the global product creation

strategy for a diverse portfolio of children's footwear brands including Stride Rite, Sperry Top-Sider, Saucony, Keds, Merrell, Robeez, Jessica Simpson and Hush Puppies. She also has experience in a number of business models including specialty retail, wholesale and international franchising. Kretchmar completed her undergraduate studies at San Francisco State University and graduate courses at The Monterey Institute of International Studies.

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 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 Web site 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:

Tanya Coventry-Strader	Shannon Hermann
314-423-8000 ext. 5293	314-423-8000 ext. 5379 (office)
314-651-0393 (cell)	314-556-8841 (cell)
TanyaCo@buildabear.com	ShannonH@buildabear.com

Photo - <http://photos.prnewswire.com/prnh/20140812/135679>

SOURCE Build-A-Bear Workshop, Inc.