



Build-A-Bear Workshop Launches Hello Kitty 40th Anniversary Edition

September 29, 2014

ST. LOUIS, Sept. 29, 2014 /PRNewswire/ -- Build-A-Bear Workshop, Inc. (NYSE: BBW) announced today that the Company is adding a Hello Kitty 40th Anniversary edition to its popular Hello Kitty collection. Forty years ago, the Hello Kitty brand was created to inspire happiness, friendship, and sharing across the world. Since her first appearance on a coin purse in 1974, she has since become a global phenomenon.



Build-A-Bear Workshop® originally introduced its Hello Kitty line in 2005. The 40th Anniversary Hello Kitty wears a signature party dress to celebrate the occasion, as well as a party-inspired rainbow confetti fur pattern.

"We are introducing this limited edition signature piece to celebrate Hello Kitty, a trusted friend to children worldwide for forty years," said Gina Collins, Build-A-Bear Workshop chief marketing officer. "Hello Kitty is a global icon that has become a cherished part of the Build-A-Bear Workshop history and portfolio."

The make-your-own 40th Anniversary Hello Kitty by Build-A-Bear Workshop is cute, fun and festive. From

her adorable pink bow to her sequined toes and shimmery party dress, Hello Kitty is ready for an all-out celebration! Available now; SRP \$23.00. Clothing and accessories sold separately.

About Sanrio®

Sanrio is the global lifestyle brand best known for pop icon *Hello Kitty*®, who celebrates her 40th Anniversary this year with a museum exhibition and **Hello Kitty Con 2014**, the first ever *Hello Kitty* convention. Home to many endearing characters including *Chococat*®, *My Melody*®, *Batz-Maru*® and *Keroppi*®, Sanrio was founded on the 'small gift, big smile'® philosophy – that a small gift can bring happiness and friendship to people of all ages. Since 1960, this philosophy has served as the inspiration for the broad spectrum of unique products and experiences. Today, more than 50,000 Sanrio-branded items are available in over 130 countries and upwards of 15,000 U.S. retail locations including department, specialty, national chain stores and over 80 Sanrio boutiques. For more information please visit www.sanrio.com and www.facebook.com/hellokitty.

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 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 a registered trademark of Build-A-Bear Retail Management, Inc. As such, 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. Thank you!

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