



Build-A-Bear Workshop Opens New York City Pop-Up Store in Times Square in Advance of Holiday Season

October 28, 2014

ST. LOUIS--(BUSINESS WIRE)--Oct. 28, 2014-- [Build-A-Bear Workshop®](#) today announced the opening of a new store location in Times Square in New York City. This seasonal pop-up shop will be located at 1619 Broadway, in the historic Brill Building. The Times Square Build-A-Bear Workshop store will encourage families to share in a new holiday tradition by selecting and customizing a furry friend from a unique assortment of proprietary products, the latest licensed properties and New York City-themed merchandise.



Build-A-Bear Workshop Chief Executive Officer, Sharon John and Chief Marketing Officer, Gina Collins, cut the ribbon at the grand opening of the Times Square pop-up store in New York City. (Photo: Business Wire)

Sharon John, Build-A-Bear Workshop's chief executive officer, commented, "Our new Times Square pop-up location provides a great opportunity for us to increase our brand reach,

allowing a broad range of consumers to engage in the Build-A-Bear experience and create special memories this holiday season."

"The Brill Building is a legendary site with unparalleled access to some of the busiest foot traffic in the world," commented Eric Hadar, chairman of Allied Partners. "Build-A-Bear offers a unique, interactive experience which will have strong appeal to families visiting Times Square this holiday season."

At the Times Square Build-A-Bear Workshop store, Guests can choose from over 30 animals to make. With the help of a Build-A-Bear associate, Guests add stuffing to their animal, give it a heart filled with wishes, and make a personalized birth certificate for their new furry friend. They can further customize their stuffed animals by selecting a pre-recorded sound or recording their own message on a Build-A-Sound® chip. Guests can also choose from a wide selection of unique fashions and accessories to add to their furry friends.

The Company celebrated the grand opening of the Times Square store on Tuesday, Oct. 28 with the following events:

- A ribbon-cutting ceremony with Sharon John, Build-A-Bear Workshop chief executive officer.
- The first 200 guests to the new Build-A-Bear Workshop store are invited to make a special stuffed animal for free to donate to the 92nd Street Y, which promotes individual and family development and participation in civic life. The 92nd Street Y will distribute the stuffed animals to local children in need of a teddy bear hug.

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 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.



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141028006446/en/>

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