



Build-A-Bear Workshop Creates Warm Hugs And Magical Memories For The Holiday Season With New Disney Frozen Collection

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Olaf, Elsa Bear and Anna Bear to Become the Coolest New Releases from Build-A-Bear Workshop

ST. LOUIS, Nov. 3, 2014 /PRNewswire/ -- Build-A-Bear Workshop, Inc. (NYSE: BBW) announced today the addition of a Disney *Frozen* collection to its holiday season lineup. Build-A-Bear Workshop® is offering an exclusive plush collection featuring three of the film's leading characters: Olaf, Elsa and Anna.



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These cool new characters have arrived in-store and online at buildabear.com. Disney's *Frozen* celebrates the sisterly bond between Anna and Elsa, and how the power of true love can thaw a frozen heart. Build-A-Bear Workshop also allows children to warm the hearts of their favorite characters during the traditional heart ceremony. As they make their new plush friends, Guests can add a pre-recorded sound that features one of three songs made popular by the film or add their own personal message on a Build-A-Sound® recordable chip.

"Disney's *Frozen* celebrates overcoming one's fears and the power of family," said Gina Collins, chief

marketing officer of Build-A-Bear Workshop. "Build-A-Bear Workshop provides Guests with an interactive, emotional family experience as they bring their favorite *Frozen* characters to life through our products. Children can engage in our signature heart ceremony, add special wishes to these beloved characters and personalize their new friend with the many options we offer in our stores."

Build-A-Bear's new *Frozen* collection includes:

- **Olaf:** He loves warm hugs! Build-A-Bear Workshop fans can bring their own Olaf home and dress him in his signature shirt and hat - just keep him cool! SRP \$25.00.
- **Elsa Bear:** Elsa Bear can be adorned in the Elsa wig, a beautiful crystal appliqued dress and cape! SRP \$25.00.
- **Anna Bear:** Anna Bear can be completed with the Anna wig and her Nordic inspired dress – ready to take on the action! Warm her heart in the Build-A-Bear heart ceremony. SRP \$25.00.
- **Sounds and Songs:** SRP \$8.00 each for "Let it Go!", "In Summer" and "The First Time in Forever" songs or customize your new friend with your own rendition of a favorite song from Disney's *Frozen*!
- **Outfits and accessories** sold separately.

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®.

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