



Build-A-Bear Workshop Celebrates National Teddy Bear Day at the New York Stock Exchange

September 9, 2015

NEW YORK--(BUSINESS WIRE)--Sep. 9, 2015-- [Build-A-Bear Workshop](#), Inc. (NYSE: BBW), an interactive destination where guests can create personalized furry friends, celebrated **National Teddy Bear Day** today by ringing the Opening Bell® at the **New York Stock Exchange**.

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The Build-A-Bear Workshop executive team, including Sharon Price John, CEO, rang the opening bell at the New York Stock Exchange today, Sept. 9, 2015, in honor of National Teddy Bear Day and in celebration of the company's continual momentum and new look and feel. From left to right, Maxine Clark, founder and board member; Gina Collins, CMO; Eric Fencil, chief administrative officer and general counsel; Jennifer Kretchmar, chief product officer; Garvis Toler III, Vice President and Global Head of Capital Markets at NYSE; Sharon Price John, CEO; Voin Todorovic, CFO; Chris Hurt, COO; Dorrie Krueger, senior managing director, international & strategic assistant to the CEO; and Darlene Elder, chief human resources officer. Photo credit: NYSE/Valerie Caviness

In attendance at the bell ringing were **Sharon Price John**, chief executive officer of Build-A-Bear Workshop, and members of her executive team.

The bell ringing comes on the heels of the new Build-A-Bear Workshop store design and brand refresh John and her

team [unveiled last week](#) at the company's flagship store at Mall of America.

For more **Build-A-Bear** news, visit the [Build-A-Bear newsroom](#) and follow Build-A-Bear on social media today @BuildABear with hashtag #TeddyBearDay.

About Build-A-Bear

Founded in St. Louis in 1997, Build-A-Bear, a global brand kids love and parents trust, seeks to add a little more heart to life. Build-A-Bear has approximately 400 stores worldwide where guests can create customizable furry friends, including company-owned stores in the United States, Canada, Denmark, Ireland, Puerto Rico, and the United Kingdom, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. The company was named to the FORTUNE 100 Best Companies to Work For® list for the seventh year in a row in 2015. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted a total revenue of \$392.4 million in fiscal 2014. For more information, visit the Investor Relations section of buildabear.com.



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Source: Build-A-Bear Workshop, Inc.

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