



Build-A-Bear Workshop, Inc. Announces First Quarter Fiscal Year 2016 Results Release Date, Webcast and Conference Call

April 19, 2016

ST. LOUIS--(BUSINESS WIRE)--Apr. 19, 2016-- Build-A-Bear Workshop, Inc. (NYSE:BBW), today announced that it will report results for its first quarter fiscal year 2016 ended April 2, 2016, on May 3, 2016, prior to the opening of trading on the New York Stock Exchange. The Company will host its quarterly investor conference call to discuss the results at 9 a.m. ET on the same day.

The dial-in number for the live conference call is (201) 493-6780 (domestic and international). The access code is Build-A-Bear. The live Internet broadcast may be accessed at the Company's investor relations Web site, <http://IR.buildabear.com>. The call is expected to conclude by 10 a.m. ET.

Replays of the conference call will be available via the Internet and telephone. The replay of the conference call webcast will be available at the investor relations Web site for one year. A telephone replay will be available beginning at approximately 12 p.m. ET on May 3, 2016, until 11:59 p.m. ET on May 10, 2016. The telephone replay is available by calling (858) 384-5517. The access code is 13634730.

About Build-A-Bear Workshop, Inc.:

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 Workshop 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 eighth year in a row in 2016. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$377.7 million in fiscal 2015. For more information, visit the Investor Relations section of buildabear.com.

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Source: Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop
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