



Welcome To The Haunted Workshop! Build-A-Bear Workshop Debuts Halloween Furry Friends

October 11, 2016
Untitled Document

Introducing Mummies, Pumpkins and Kitties ... Oh My!

ST. LOUIS (OCTOBER 11, 2016) – [Build-A-Bear Workshop](#), Inc. (NYSE: BBW), an interactive destination where guests can create personalized furry friends, introduces a trio of spooky characters as well as fun costumes for furry friends this Halloween.

The Halloween collection is currently haunting the [Build-A-Bear Workshop website](#) and [stores](#) while supplies last and will include: [Mummy Teddy](#), an ancient friend wrapped in white cloth with a heart and a sweet smile; [Bear-o-Lantern](#), who comes straight from the pumpkin patch with a jack-o'-lantern face and pumpkin vines on the paws; and [Night Sky Kitty](#), a cat full of good luck with midnight black fur and purple stars on the inner ears and bottom paws.

Skeleton, witch, pumpkin and zombie outfits – as well as Day of the Dead-themed accessories – allow for a number of mix-and-match costume possibilities fit for any of the Halloween friends, as well as most other Build-A-Bear Workshop furry friends.

Trick-or-treaters looking for a miniature companion can choose from three new Halloween Build-A-Bear Buddies™: a 7-inch [Howl-o-ween Werewolf](#), a 6-inch [Black Bat](#) and a 7-inch [Zombear](#). These petite friends may be small, but they pack quite the fright! They are perfect pals and can be dressed in Build-A-Bear Buddies accessories for a big-time Halloween celebration.

For the latest brand news, visit [buildabear.com](#) and follow Build-A-Bear on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

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 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, the United Kingdom and China, 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 [buildabear.com](#).

###