



Build-A-Bear Workshop, Inc. Announces Third Quarter Fiscal 2017 Results Release Date, Webcast and Conference Call

October 12, 2017

ST. LOUIS--(BUSINESS WIRE)--Oct. 12, 2017-- Build-A-Bear Workshop, Inc. (NYSE:BBW) today announced that the Company will report results for its third quarter fiscal year 2017 ended September 30, 2017, on Thursday, October 26, 2017, 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.

A replay 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 October 26, 2017, until 11:59 p.m. ET on November 2, 2017. The telephone replay is available by calling (844) 512-2921. The access code is 13671471.

About Build-A-Bear Workshop, Inc.:

Celebrating 20 years of business in 2017, Build-A-Bear is a global brand kids love and parents trust that 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 ninth year in a row in 2017. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$364.2 million in fiscal 2016. For more information, visit buildabear.com.

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Build-A-Bear Workshop
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