



Build-A-Bear Workshop, Inc. Announces Participation in the ICR Conference 2020

January 7, 2020

ST. LOUIS--(BUSINESS WIRE)--Jan. 7, 2020-- Build-A-Bear Workshop, Inc. (NYSE: BBW), today announced that Sharon Price John, President and Chief Executive Officer, and Voin Todorovic, Chief Financial Officer, will participate in a fireside chat at the ICR Conference 2020 held at The Grand Lakes Orlando in Orlando, FL., on Tuesday, January 14, 2020, at 9:00 a.m. Eastern Standard Time.

The audio portion of the fireside chat will be available on the Company's Investor Relations website, <http://IR.buildabear.com> and will remain available for 90 days following the event.

About Build-A-Bear Workshop, Inc.

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 more than 450 stores worldwide where Guests can create customizable furry friends, including corporately-managed stores in the United States, Canada, China, Denmark, Ireland, Puerto Rico, and the United Kingdom, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted total revenue of \$336.6 million in fiscal 2018. For more information, visit the Investor Relations section of buildabear.com.

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