Build-A-Bear and Paramount Pictures Forge Creative Collaboration on New Feature Film, IF

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Unveils Special Workshop Experience Designed to Transcend the Screen by Bringing IF *Characters "To Life" for Fans*

ST. LOUIS, May 16, 2024 /PRNewswire/ -- Build-A-Bear Workshop, Inc. (NYSE: **BBW**) is thrilled to announce the in-store celebration of the upcoming Paramount Pictures feature film, *IF*, in theatres May 17, through its longstanding partnership with Paramount Consumer Products. Written and directed by John Krasinski, *IF* is about a girl who discovers that she can see everyone's imagery friends – and what she does with that superpower – as she embarks on a magical adventure to reconnect forgotten IFs with their kids. IF stars Ryan Reynolds, John Krasinski, Cailey Fleming, Fiona Shaw, and the voices of Phoebe Waller-Bridge, Louis Gosset Jr. and Steve Carell alongside many more as the wonderfully unique characters that reflect the incredible power of a child's imagination. This collaboration highlights the magic of creation and imagination that Build-A-Bear provides kids and that is illustrated through this film. At Build-A-Bear, imaginary friends come to life every day for its guests.

Known for fostering creativity and imagination, Build-A-Bear has long been recognized as a beloved destination for families. In celebration of the film *IF*, Build-A-Bear invites families to come in and create their very own Imaginary Friend. Beginning May 16, Build-A-Bear Workshop locations in Culver City, CA, American Dream in East Rutherford, NJ, and at Blue Water in the UK, will undergo a magical transformation, bringing visitors closer to the world of *IF.* In these select stores, the heartwarming message that is central to the experience will be displayed: "Imaginary Friends Made Here," resonating with the film's theme of friendship and wonder.

Additionally, Build-A-Bear Workshops across the country will feature a bespoke Heart Ceremony, personally crafted by Krasinski, enriching the enchanting experience of bringing imaginary friends to life. During the iconic Heart Ceremony, guests get to choose a satin heart, make a wish and place the heart inside to bring their new furry friend to life.

"Imagination is at the heart of what we do at Build-A-Bear, and IF from John Krasinski embodies that spirit. We're thrilled to offer children and families an experience that brings their own imaginary friends to life in a way only Build-A-Bear can, both in our stores and through the release of a make-your-own version of the lead imaginary friend, Blue," said Sharon Price John, President and Chief Executive Officer at Build-A-Bear. "Together, with Paramount we're celebrating the magic of friendship and creativity,

inspiring countless moments of joy and imaginative play."

Furthermore, workshops nationwide will unveil exclusive merchandise inspired by *IF,* along with an array of outfits, allowing fans a lasting memory of the movie's spirit long after the credits roll.

- ***IF Blue Plush***: Go on magical adventures with your own *IF* Blue plush! The beloved imaginary friend from the hit movie gives very real hugs with its purple fur, large body and smiley face. Personalize your *IF* Blue plush with the outfits, sounds, scents and accessories of your choice for more imaginative fun.
- ***IF "We're Always Here" T-Shirt***: Your imaginary friends are always here! Celebrate the magical spirit of the movie *IF* and dress your bear in this graphic tee featuring characters from the film. The shirt is available as a standalone item or as part of the **Happy Hugs Teddy Bear IF Gift Set**.
- ***IF PJ Sleeper***: Snuggle up to the sweetest of dreams with Blue from the movie *IF*! This cozy pajama sleeper for stuffed animals has a fun pattern featuring IF's Blue. It is also available in the **Pawlette Plush IF Gift Set**.

IF fans can make their dreams a reality by visiting Build-A-Bear Workshop® locations or by shopping online at buildabear.com.

About Build-A-Bear
Build-A-Bear is a multi-generational global brand focused on its mission to "add a little more heart to life" appealing to a wide array of consumer groups who enjoy the personal expression in making their own "furry friends" to celebrate and commemorate life moments. More than 500 interactive brick-and-mortar experience locations operated through a variety of formats provide guests of all ages a hands-on entertaining experience, which often fosters a lasting and emotional brand connection. The Company also offers engaging e-commerce/digital purchasing experiences on www.buildabear.com including its online "Bear-Builder" as well as "HeartBox" and its age-gated adult-focused "Bear Cave." In addition, extending its brand power beyond retail, Build-A-Bear Entertainment, a subsidiary of Build-A-Bear Workshop, Inc., is dedicated to creating engaging content for kids and adults that fulfills the Company's mission, while the Company also offers products at wholesale and in non-plush consumer categories via licensing agreements with leading manufacturers. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted total revenues of $486.1 million for fiscal 2023. For more information, visit the Investor Relations section of buildabear.com.

About Paramount Consumer Products
Paramount Consumer Products oversees all licensing and merchandising for Paramount (Nasdaq: PARA, PARAA), a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Driven by a diverse slate of consumer brands, Paramount Consumer Products' portfolio is based on content from platforms including Paramount+, CBS (including CBS Television Studios and CBS Television Distribution), cable networks (including MTV, Nickelodeon and Showtime), and Paramount Pictures. Additionally, the division operates Paramount Game Studios. With properties spanning animation, live-action, preschool, youth and adult, Paramount Consumer Products is committed to creating the highest quality product for some of the world's most beloved, iconic franchises. To view our range of consumer products and Paramount branded apparel, visit ParamountShop.com.



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