



Build-A-Bear Workshop to Open First Store at Airport

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Build-A-Bear Workshop announces new store in Orlando International Airport

ST. LOUIS, Apr 27, 2011 (BUSINESS WIRE) -- [Build-A-Bear Workshop®](#), the interactive entertainment retailer of customized stuffed animals, is teaming up with Orlando International Airport to open a new store in mid-May. Of the more than 400 operating locations around the world, this will be the first Build-A-Bear Workshop store located inside an airport.

"We are very excited about our relationship with Orlando International Airport and to bring Build-A-Bear Workshop to this unique location," said Maxine Clark founder and chief executive bear of Build-A-Bear Workshop. "Making a furry friend is a great way to celebrate a memorable vacation. We think this store is going to be a hit for traveling families."

The Build-A-Bear Workshop store at Orlando International Airport will be located in the Main Terminal. The store will provide the same experience and interaction as mall-based Build-A-Bear Workshop retail locations. When Guests visit, they will choose from a variety of animals to make, including limited edition furry friends. They stuff their new friend, give it a heart filled with wishes and make a personalized birth certificate. Guests can further personalize their new friend by recording their own message to add inside the stuffed animal and choose from a wide selection of unique fashions and accessories.

Grab and go and new Build-A-Bear Workshop Craftshop(TM) items will also be offered at this store location to provide young Guests with fun activities to keep them occupied in the airport and during their flights. This assortment includes:

- Stickers
- Activity Books
- Coloring Books
- Make-Your-Own Card Kit

"Creating fun, long lasting memories is just part of the 'Orlando Experience' at Orlando International Airport (MCO) and it's also part of what Build-A-Bear Workshop brings to our airport. The addition allows passengers of all ages to take this one-of-a-kind experience in an airport with them on their travels," said Manager of Concessions for the Greater Orlando Aviation Authority, Linda Baratta.

The majority of Build-A-Bear Workshop stores are located within shopping malls. Build-A-Bear Workshop also has non-traditional store locations within three Major League Baseball ballparks, a store in the Saint

Louis Zoo, a store in the Saint Louis Science Center, and stores located within select Rain Forest Café® and T-Rex Café locations. The first Build-A-Bear Workshop store in a hospital opened in March 2011 at Cook Children's Medical Center in Fort Worth, TX.

About Orlando International Airport

Orlando International Airport (MCO) is located at the center of the state of Florida, offering the best in customer service and amenities for the traveling public. In 2010 MCO had nearly 34.9 million passengers move through the state-of-the-art facility. With service to more domestic non-stop destinations than any other airport in Florida, MCO is the winner of several awards including being named one of the top-ten airports in the nation when it comes to stress-free travel.

About Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. The company currently operates more than 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the United States, Puerto Rico, Canada, the United Kingdom and Ireland, and franchise stores in Europe, Asia, Australia, Africa, the Middle East, and Mexico. Founded in St. Louis in 1997, Build-A-Bear Workshop is the leader in interactive retail. Brands include make-your-own Major League Baseball® mascot in-stadium locations, and Build-A-Dino® stores. Build-A-Bear Workshop extends its in-store interactive experience online with its award winning virtual world website at Bearville.com^(TM). The company was named to the FORTUNE 100 Best Companies to Work For® list for the third year in a row in 2011. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$401.5 million in fiscal 2010. For more information, call 888.560.BEAR (2327) or visit the company's award-winning website at buildabear.com[®].

TRADEMARKS

We would like to thank you for your interest in covering our business. As you write your story, we would ask that you use our full Name: **Build-A-Bear Workshop**[®] and that when referencing the process of making stuffed animals you use the word "**make**" not "**build.**"

Build-A-Bear Workshop is our well-known trade name and our registered trademark of **Build-A-Bear Retail Management, Inc.** **Build-A-Bear Workshop**[®] should only be used in capital letters to refer to our products and services and should not be used as a verb.

SOURCE: Build-A-Bear Workshop, Inc.

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