



## Satisfy Cravings for Cool Summer Fun at Build-A-Bear Workshop

June 14, 2011

### ***Company Introduces New Blizzard® Bears Collection and Invites Guests to Join Ice Cream Themed Camp Happy Heart at Bearville.com(TM)***

ST. LOUIS, Jun 14, 2011 (BUSINESS WIRE) -- [Build-A-Bear Workshop](#)® (NYSE: BBW) announced today that it is satisfying Guests' cravings for summer fun with a new collection of stuffed animals and cool camp activities at *Bearville.com(TM)*. Through an exclusive relationship with *Dairy Queen*, Build-A-Bear Workshop will debut the *Blizzard*® Bears Collection on Friday, June 17. Camp Happy Heart, a popular event on *Bearville.com*, the company's online entertainment destination and virtual world, also will kick off its activities on Friday, June 17.

The Cookie Dough *Blizzard*, Strawberry Cheesecake *Blizzard*, Candy *Blizzard* and Beary *Blizzard* Bears come with a scented plush DQ® *Blizzard* Treat cup, and will be available at Build-A-Bear Workshop stores and online at [buildabear.com](#)® for \$22, while supplies last. This is the first time in the company's 14-year history that Build-A-Bear Workshop has offered scented plush products. Fashions and accessories to dress the *Blizzard* Bears include:

- *Dairy Queen* Server Set with visor and apron (\$8)
- *Dairy Queen* Sundae Tee (\$7)
- Ice Cream Tutu Outfit with Bow (\$12.50)
- Ice Cream Cone Carrier (\$9)
- Sweet Treat Legging Outfit (\$10.50)

"Both Build-A-Bear Workshop and *Dairy Queen* bring smiles to countless children everywhere," said Maxine Clark, founder and chief executive bear of Build-A-Bear Workshop. "We are thrilled to bring the *Blizzard* Bears to Guests this summer. We know they will enjoy making these flavorful furry friends and topping them off with sweet styles."

Guests who purchase a *Blizzard* Bear will receive a real *Blizzard* Treat offer at their local participating *Dairy Queen* location. Guests can visit [buildabear.com/blizzard](#) and enter a unique *Bearville.com* code to download a coupon to buy one *Blizzard* Treat and receive a mini *Blizzard* Treat for free.

"Build-A-Bear Workshop stores are located in more than 300 malls where we have many *Dairy Queen* and *DQ Orange Julius*® locations, making this a great promotion for our mall locations," said Tim Hawley, vice

president of marketing communications for American Dairy Queen Corporation. "At *Dairy Queen*, we are all about creating smiles and stories and just like our family of local restaurants, Build-A-Bear Workshop is a special place offering a magical experience."

Camp Happy Heart is gearing up for its fourth annual year of fun. With nearly one million campers in 2010, Camp Happy Heart continues to be a popular event in the *Bearville.com* virtual world. Guests can choose to join one of four sweet teams: Team Cookie Dough, Team Candy, Team Beary, or Team Strawberry Cheesecake. The counselor bears will arrive early on Friday, June 17 to help kids preregister for camp and get them ready for the coolest, biggest camp yet.

Camp Happy Heart officially kicks off on Friday, July 1. This year's camp will feature ice cream-themed quests and virtual prizes. At the end of camp, each participant will receive a team trophy for their virtual Cub Condo<sup>®</sup> and the winning team will receive a virtual trophy, an ice cream treat, an interactive waterslide and a personalized camper's trunk matching the team's color.

Guests can enter for a chance to win the entire collection of *Blizzard Bears* in the "Bear in the World" contest on Facebook. To enter, Guests can upload a photo of themselves or their child/children and a Build-A-Bear Workshop furry friend on vacation or at their favorite summer hangout at [facebook.com/Buildabear](http://facebook.com/Buildabear). Entries must be received by Wednesday, July 6. Visit the Build-A-Bear Workshop Facebook page for more details.

### **About ADQ**

American Dairy Queen Corporation (ADQ), which is headquartered in Minneapolis, Minn., develops, licenses and services a system of more than 5,900 *Dairy Queen*<sup>®</sup> stores in the United States, Canada and 16 other countries. ADQ is part of the Berkshire Hathaway family, a company owned by Warren Buffett, the legendary investor and CEO of Berkshire Hathaway. For more information, visit [DairyQueen.com](http://DairyQueen.com).

### **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<sup>®</sup> mascot in-stadium locations, and Build-A-Dino<sup>®</sup> stores. Build-A-Bear Workshop extends its in-store interactive experience online with its award winning virtual world website at [Bearville.com](http://Bearville.com). The company was named to the FORTUNE 100 Best Companies to Work For<sup>®</sup> 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](http://buildabear.com).

Parental permission may be required to access *Bearville.com*. Visit *Bearville.com* for details.

### **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**<sup>®</sup> 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**<sup>®</sup> should only be used in capital letters to refer to our products and services and should not be used as a verb.

Photos/Multimedia Gallery Available: [www.businesswire.com/cgi-bin/mmg.cgi?eid=6758134&lang=en](http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6758134&lang=en)

SOURCE: Build-A-Bear Workshop, Inc.

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