



Build-A-Bear Workshop Introduces First Make-Your-Own Snoopy

September 13, 2011

ST. LOUIS (September 13, 2011)- Build-A-Bear Workshop®, in a new relationship with Peanuts Worldwide, announced today that it will offer make-your-own Snoopy in stores and online at buildabear.com beginning on September 16 for \$23. This exclusive Snoopy is no ordinary stuffed animal- he is musical and his ears flap! Other characters from the Peanuts gang, including Snoopy's sidekick, Woodstock, and best friend, Charlie Brown, will be available in pre-stuffed mini-form for \$7.50 each.

"We are excited to bring Snoopy, Woodstock and Charlie Brown to Build-A-Bear Workshop," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "The Peanuts characters are great friends and our Guests will love the opportunity to join the fun with Snoopy and his pals."

Dressed as his famous Flying Ace persona in Ace Hat and Scarf set (\$7) and Bomber Jacket (\$10.50), Snoopy is landing at Build-A-Bear Workshop just in time for Halloween. Scare up some furry fun with this endearing doggy daredevil, available for a limited time only.

Guests who purchase Snoopy will receive exclusive gifts to be redeemed on Bearville.com[™], the Build-A-Bear Workshop online entertainment destination and virtual world.

Guests will receive a virtual Snoopy Avatar and virtual dog house for their Cub Condo.

Additionally, all Guests in Bearville will be able to go on Snoopy's Great Pumpkin Patch Quest.

About Peanuts Worldwide

The PEANUTS characters and related intellectual property are owned by Peanuts Worldwide LLC, a joint venture owned 80% by Iconix Brand Group, Inc. and 20% by members of the Charles M. Schulz family. Iconix Brand Group, Inc. (NASDAQ: ICON) owns, licenses and markets a growing portfolio of consumer brands including CANDIE'S (R), BONGO (R), BADGLEY MISCHKA (R), JOE BOXER (R), RAMPAGE (R), MUDD (R), LONDON FOG (R), MOSSIMO (R), OCEAN PACIFIC(R), DANSKIN (R), ROCA WEAR(R), CANNON (R), ROYAL VELVET (R), FIELDCREST (R), CHARISMA (R), STARTER (R) and WAVERLY (R). In addition, Iconix owns an interest in the ARTFUL DODGER (R), ED HARDY (R), ECKO (R), MARC ECKO (R), ZOO YORK (R), MATERIAL GIRL(TM), and PEANUTS brands. The Company licenses its brands to a network of leading retailers and manufacturers that touch every major segment of retail distribution from the luxury market to the mass market in both the U.S. and worldwide. Through its in-house business development, merchandising, advertising and public relations departments Iconix manages its brands to drive greater consumer awareness and equity.

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. There are more than 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom and Ireland, and franchise stores in Europe, Asia, Australia, Africa, the Middle East, Mexico and South America. 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 Web site at bearville.com™. The company was named to the FORTUNE 100 Best Companies to Work For® lists 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 Web site at 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® 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.

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