Make-Your-Own Victoria Justice Bear at Build-A-Bear Workshop

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New fashions in the Victoria Justice 4 BABW Collection also available

ST. LOUIS--(BUSINESS WIRE)--Jan. 26, 2012-- Build-A-Bear Workshop®, the interactive entertainment retailer of customized stuffed animals, has launched the Victoria Justice Bear ($23), now available in stores and online at buildabear.com®. The company has partnered with Victoria Justice, the popular teen actress and singer, on several initiatives and product lines since October 2010. This bear will be the first Victoria Justice branded stuffed animal offered by Build-A-Bear Workshop.

"It has been amazing to work with Build-A-Bear Workshop and spread smiles all over the world," said Victoria Justice. "I hope to share my love of fashion and friends with Build-A-Bear Workshop Guests through this new Victoria Justice Bear and Victoria Justice 4 BABW fashions."

This fashionable furry friend comes with a bear-sized bracelet and Victoria Justice insignia on the right foot. Also available are new fashions in the Victoria Justice 4 BABW collection including:

- Victoria Justice 4 BABW Red Ruffle Dress & Purse ($13.50)

- Victoria Justice 4 BABW Blue Chiffon Dress with Satin Jacket & Purse ($15)

- Victoria Justice 4 BABW Fuchsia Satin Bow Tunic & Legging Outfit ($13.50)

The Victoria Justice 4 BABW line of clothing for furry friends debuted with a red carpet inspired dress designed to turn heads. Throughout the year, several other fashions inspired by the popular teen have been released by Build-A-Bear Workshop, including a Victoria Justice Tee and Purple Sequin Vest set, Pink Ombre Sequin Dress with matching Sequin Purse, Blue Plaid Dress with Leather-Look Jacket, and Leather-Look Leggings Outfit.

"Tweens and teens alike will love the stylish Victoria Justice Bear and dressing their new furry friend in the latest red carpet looks from Hollywood," said Maxine Clark, founder and chief executive bear of Build-A-Bear Workshop. "We are thrilled to continue our relationship with Victoria Justice to bring our Guests these star-studded products."

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 ®" list for the

fourth year in a row in 2012. 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.

Source: Build-A-Bear Workshop

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