Cody Simpson is New Brand Ambassador For Build-A-Bear Workshop

September 12, 2012

ST. LOUIS--(BUSINESS WIRE)--Sep. 12, 2012-- Build-A-Bear Workshop®, the interactive entertainment retailer of customized stuffed animals, announced today that Australian-born teen pop singer, Cody Simpson, is the company's new brand ambassador. He is working with Build-A-Bear Workshop on a number of company initiatives including charitable efforts, and the company will also introduce branded Cody Simpson merchandise in 2013.

"We are excited to welcome Cody Simpson into the Build-A-Bear Workshop family as our new brand ambassador," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "Cody is a very talented, popular young performer and singer with a commitment to giving back, and we know our Guests will be inspired by Cody's drive and passion for all that he does."

Fifteen-year-old Cody Simpson is releasing his first full length album entitled "Paradise" on October 2, 2012. Currently making waves with his new single "Wish U Were Here" (featuring Becky G.), Cody is also involved in a number of efforts to make the world a better place. Build-A-Bear Workshop aims to empower youth to give back and Cody will be serving as a community-minded role model for Build-A-Bear Workshop young Guests. Starting in October, he will participate in the company's efforts for Stop Cyber Bullying month and will help launch the national Stuffed with Hugs® program, where Build-A-Bear Workshop will invite Guests to visit stores to make a special bear for free to be donated to the Marine Toys for Tots® Foundation in October.

In support of the partnership, Build-A-Bear Workshop will also introduce Cody Simpson branded merchandise that will be available in stores and online at buildabear.com® in early 2013.

"As a longtime fan of Build-A-Bear Workshop, it is an honor to serve as the company's brand ambassador," said Cody Simpson. "Build-A-Bear Workshop is a company with heart and I am looking forward to helping to encourage kids to make a difference."

Build-A-Bear Workshop and its associates believe in the teddy bear philosophy of being good people and good bears. Throughout its 15-year history, the company has shared the hug of a teddy bear wherever needed in local communities and abroad. Build-A-Bear Workshop has given Guests a voice in supporting the causes that are important to them like children's health and wellness, animals, and literacy, and has given nearly $31 million through its corporate donations and foundation grant programs to these causes.

About Cody Simpson

With over three million Twitter followers, over three million Facebook likes and more than 138 million YouTube views, 15 year old Cody Simpson is already a teen phenomenon. Simpson, who was recently named "Favorite Aussie Superstar" at the 2012 Nickelodeon Kids' Choice Awards, is marking the release of "Paradise" by teaming up with Big Time Rush for a massive North American arena tour. Concert dates continue through September. Cody will then join Justin Bieber on a series of dates in early October. Details and ticket information are available at www.codysimpson.com.

For more information on Cody Simpson Consumer Products & Brand Licensing opportunities, contact Sara Nemerov, sara.nemerov@wmg.com or Cody Simpson Brand Partnerships and Commercial Licensing opportunities; contact Camille Hackney, Camille.Hackney@atlanticrecords.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. 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 and entertainment destination website 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 $394.4 million in fiscal 2011. 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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