



**BUILD-A-BEAR WORKSHOP® IN DISCUSSION TO
RELOCATE ITS GLOBAL HEADQUARTERS TO DOWNTOWN ST. LOUIS**

Build-A-Bear in discussions to leave its current Overland, MO location for new site adjacent to Union Station

ST. LOUIS – May 31, 2019 – Build-A-Bear Workshop, Inc. (NYSE: BBW) today announced that the company is considering a potential site for a future global headquarters at 415 S. 18th St. (the Grand Central building) which would include a Build-A-Bear Workshop retail store and other experiential offerings fitting for the surrounding tourist and entertainment setting. The company feels the adjacency to the developments underway at Union Station are a strategic fit with its growth and business evolution initiatives. Founded in St. Louis in 1997 as a specialty retailer, the company has grown into a global branded retail entertainment company and has plans in place to advance its retail diversification efforts, e-commerce expansion and wholesale development as well as digital content creation, outbound licensing programs, entertainment, and more.

“We are excited with the prospect of relocating our global headquarters to the dynamic downtown St. Louis area; at this point, nothing has been finalized as we await details from the city on an incentive package and continue to work through important points for a lease,” said Sharon Price John, president and chief executive officer, Build-A-Bear Workshop. “We will not have further comment until we have additional information required to make a final decision.”

About Build-A-Bear®

Build-A-Bear® is a global brand kids love and parents trust that seeks to add a little more heart to life. Build-A-Bear Workshop® has over 450 stores worldwide where Guests can create customizable furry friends, including corporately-managed stores in the United States, Canada, China, Denmark, Ireland, Puerto Rico, and the United Kingdom, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. Buildabear.com is the online destination for unique furry-friend gifts, featuring The-Bear-Builder™, a shopping configurator that helps create customized gift options. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted a total revenue of \$336.6 million in fiscal 2018.

Media Contact:

PR@buildabear.com

314-423-8000

###