

BUILD-A-BEAR® CELEBRATES A DECADE OF BEING AN ACCLAIMED WORKPLACE WITH A SPECIAL DONATION IN HONOR OF ASSOCIATES

Funds will be Distributed to a Children's Hospital and the Company's Associate Fund

ST. LOUIS (Jan. 10, 2019) – [Build-A-Bear Workshop, Inc.](#) (NYSE:BBW) today unveiled plans to celebrate the company's decade-long acknowledgement by a variety of organizations that recognize great places to work with a donation in honor of Build-A-Bear® associates. Based on responses to a new employee engagement survey, and in line with the brand's commitment to help make days a little brighter for those in need, Build-A-Bear will distribute one-time gifts to a children's hospital and the company's associate fund.

Build-A-Bear Workshop® has consistently ranked among the best companies to work for in a variety of categories and, last year, executives at the 21-year-old brand set out to create new ways to acknowledge Build-A-Bear's renowned culture while more closely aligning with its beloved corporate values. After applying for and being selected by a nationally-recognized organization as a "best place to work" for 10 consecutive years, Build-A-Bear made the strategic decision not to apply in 2019. Instead, the company chose to distribute an internally-developed "Company with Heart" survey to glean insights on ways Build-A-Bear can continue to serve as a sought-after employer with heart.

More than 1,000 responses were received from the company's associates, who help make Build-A-Bear and its service model so special. According to the survey, more than 90 percent of associates agree that "Build-A-Bear genuinely cares about its Guests," that "Build-A-Bear is a fun place to work," and that they are "proud to say [they] work at Build-A-Bear." When asked to share what they like best about working at Build-A-Bear, many respondents listed "working with fellow associates" and "working with our Guests."

As part of the survey, to commemorate more than 20 years of charitable giving, Build-A-Bear asked associates to rank a provided list of organizations they would prefer to support through Build-A-Bear charitable giving initiatives. Ninety-three percent of survey respondents ranked children's hospitals as No. 1, a demonstration of the love that the vast majority of Build-A-Bear associates have for taking care of kids—in stores and in the community.

To honor the survey response and engagement within the company, Build-A-Bear is announcing that a one-time gift of \$10,000 will be distributed between St. Louis Children's Hospital and The Beverly Fund—Build-A-Bear's associate fund created in memory of a beloved associate who passed away in 2006—that provides financial assistance to Build-A-Bear team members who are experiencing financial hardship for reasons beyond their control, such as natural disasters and unforeseen health issues.

"As a company on a mission to 'add a little more heart to life,' it was not surprising to see that so many of our associates find the work they do each day meaningful," said Sharon Price John, president and CEO, Build-A-Bear Workshop. "Giving back to our Build-A-Bear family of associates and to charitable endeavors will always be a part of our culture, and we are proud to know that every day, around the world, Build-A-Bear makes kids—and associates—smile."

Build-A-Bear plans to continue to conduct internal surveys, as well as other engagement opportunities covering a variety of topics, in order to collect and consider ideas, inspiration and feedback on a regular basis.

Information about current Build-A-Bear career opportunities can be found at careers.buildabear.com.

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 400 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. In 2018, Build-A-Bear was named to the FORTUNE 100 Best Companies to Work For® list for the 10th year in a row. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$357.9 million in fiscal 2017.

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