

IT'S A "BFD" AT B-A-B: BUILD-A-BEAR WORKSHOP® ANNOUNCES "BIG FURRY DEALS" INCLUDING BOGO \$6 OFFER ON ALL FURRY FRIENDS & \$6 PENGUIN DOORBUSTER ON BLACK FRIDAY

Additional Deals and Special Offers to be Announced at Select Times Throughout the Season for Build-A-Bear® Bonus Club Members

ST. LOUIS (Nov. 8, 2018) – It's going to be a "BFD" at **Build-A-Bear Workshop®** (NYSE:BBW) for **Black Friday** as the experiential retailer is rolling out "**Big Furry Deals**" this holiday season. Guests who visit Build-A-Bear Workshop or buildabear.com on Nov. 23 can snag a 12-inch pink or black Snow Hugs Penguin plush for only \$6 each (plus applicable taxes)—limited to two per person, while supplies last. Additionally, on Nov. 23, deal-seekers can delight in a Buy One, Get One for \$6 offer on any furry friend! Guests will receive a furry friend for \$6 (plus applicable taxes) with the purchase of another furry friend of equal or greater value, while supplies last. Build-A-Bear Workshop Black Friday hours will vary by location. Full details and restrictions are available on the [Black Friday section](#) of buildabear.com.

Additional deals will be available throughout the season! Build-A-Bear Bonus Club members will be the first to find out about new offers and surprises. Guests can register for the Bonus Club at [buildabear.com](#).

Families are also invited to make wishes, new Christmas traditions and personalized furry friends at Build-A-Bear Workshop as they shop for the perfect holiday gifts. At locations across the country, Guests can sign the "Nice List," participate in a Wishes Scavenger Hunt, take shareable photos with Build-A-Bear's beloved mascot, Bearemy®, and enter to win their Build-A-Bear Wish List! More details on all the holiday fun and gifts for everyone on the Nice List are available on the [Build-A-Bear Press Room](#).

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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