



March 17, 2020

This communication from Build-A-Bear Workshop President and Chief Executive Officer, Sharon Price John, regarding corporately-managed store closures was shared with Guests and other parties today.

“Since 1997, Build-A-Bear Workshop has been committed to adding a little more heart to your lives. With that in mind, the health and well-being of our guests, associates, business partners and their families has been a key priority for over 20 years.

As the recent events have been rapidly unfolding surrounding COVID-19, we have been closely monitoring and following the recommendations and expert advice provided by both government and health officials. As you may know, we had already reduced store hours and closed select stores, however, given the most recent governmental recommendation to reduce gatherings from 50 to 10 people for the next 15 days, we are closing all remaining stores in the United States, Canada, the United Kingdom, Denmark and Ireland through Thursday, April 2<sup>nd</sup>. As always, we are very appreciative of our associates and their dedication and they will receive pay and benefits during the two weeks of temporary closures.

In the meantime, we encourage you to continue to enjoy Build-A-Bear online at [buildabear.com](http://buildabear.com) and [buildabear.co.uk](http://buildabear.co.uk). Our websites provide an engaging and fun experience for both your shopping and entertainment needs as you may be looking for ways to share time together with your family.

At Build-A-Bear Workshop, we are honored to have made personal connections with many of you over the years. We cherish being a part of making special memories through the creation of your furry friends, helping make wishes during our heart ceremonies and sharing birthdays, anniversaries and all kinds of other celeBEARations.

Our hearts go out to everyone that is impacted by the coronavirus. Our decisions, including those related to store operations, will continue to be guided by experts including the Centers for Disease Control (CDC), World Health Organization (WHO) and other government agencies and we look forward to seeing you when our stores are able to reopen.

Thank you for your understanding and support as we come together to navigate an uncertain situation together.”

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