

## **BUILD-A-BEAR WORKSHOP® EXPANDS LICENSING PROGRAM WITH EXCLUSIVE PLUSH LAUNCH AT WALMART AND WALMART.COM**

*Build-A-Bear® also Announces New Additions to the Company's Growing Outbound Licensing Program*

ST. LOUIS (October 4, 2018) – [Build-A-Bear Workshop®](#), Inc. (NYSE:BBW), in partnership with licensing agent Brand Activation Consulting (BAC), has launched new, D-I-Y plush sets and a mini blind-box plush collection from licensee [Just Play](#), a leader in the children's consumer goods industry, both of which are on shelves now exclusively at U.S. Walmart stores and [Walmart.com](#).

The Just Play D-I-Y Build-A-Bear Workshop Rainbow Bear and Pink Kitty plush sets include a 10" furry friend, stuffing, a heart locket, a birth certificate, a fashion outfit, and accessories. Kids can add stuffing and a special heart-shaped locket to their furry friend and then dress them in a coordinating outfit.

The Just Play mini Build-A-Bear Workshop plush blind-box collection is a series of 4" plush characters featuring vibrant colors and patterns; each collectible comes with an iconic Build-A-Bear Cub Condo that kids can color and customize.

This August, Build-A-Bear Workshop launched slippers from Esquire Footwear at Walmart stores with plans to roll out to Target and Rite Aid in October. New licensee Global Brands Group Beauty will launch Build-A-Bear Workshop cosmetics and health and beauty aids in the fourth quarter of 2018 across a host of retailers.

The growing Build-A-Bear Workshop outbound license portfolio now includes [Innovative Designs](#) (stationery and craft kits); [Inno Knits](#) (apparel); [H.E.R. Accessories](#) (jewelry and small accessories); [Rashti & Rashti](#) (baby apparel, gifting, toys and sleepwear); Fast Forward (bags and purses); [Shindigz](#) (party goods); [Lion Forge Labs](#) (graphic novel); and [Underwraps](#) (costumes).

"Many of our most recent in-store collections were created with outbound licensing in mind and, because we believe in these partnerships and products, we integrate outbound product launches into our company marketing plans to present them to our passionate fan base," said Jennifer Kretchmar, Chief Product Officer, Build-A-Bear Workshop. "As a nearly 21-year-old company with strong brand affinity, we are encouraged by the ongoing expansion of our outbound licensing program and the interest and excitement from new licensees. We believe these new partnerships and collections will help drive licensing storylines and help us monetize the Build-A-Bear® brand for years to come."

Build-A-Bear outbound license products are shared regularly with nearly 6 million highly engaged Guests enrolled in the Build-A-Bear Bonus Club, a complimentary loyalty program that allows members to earn rewards for every purchase and exclusive access to events and promotions.

"Build-A-Bear is a beloved, evergreen brand with tremendous affinity, as well as a broad assortment of products that appeal across genders and generations," said Michelle McLaughlin, Principal, Brand Activation Consulting. "We look forward to the rollout of our newest offerings from our best-in-class line-up of licensees."

### **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. In 2018, Build-A-Bear was named to the FORTUNE 100 Best Companies to Work For® list for the 10<sup>th</sup> year in a row. Build-A-Bear

Workshop, Inc. (NYSE:BBW) posted a total revenue of \$357.9 million in fiscal 2017. For more information, visit the Investor Relations section of [buildabear.com](http://buildabear.com).

**About Brand Activation Consulting (BAC)** is a full business development agency, is focused on driving revenue and increasing marketing touch points for commercial brands via various business models including; launch strategy, retail development, sales, strategic partnerships, licensing, joint venture / acquisition and business planning. BAC is the licensing agency of record for Build-A-Bear Workshop, Just Born Candy Companies (Peeps, Mike&Ike and Hot Tamale), Teflon and Roald Dahl Brands (Charlie & the Chocolate Factory, Matilda, BFG and James and the Giant Peach). Principles, Bob Traub and Michelle McLaughlin, have held various executive positions successfully nurturing entertainment and blue chip brands to commercial success in U.S. retail and abroad. For additional information about Brand Activation Consulting, email Lauren Dickinson at [ldickinson@bac-usa.com](mailto:ldickinson@bac-usa.com) / [www.bac-usa.com](http://www.bac-usa.com)

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