

Build-A-Bear Workshop CeleBEARates 10th Year on FORTUNE 100 Best Companies to Work For[®] List

ST. LOUIS (February 15, 2018) – For the tenth year running, Build-A-Bear Workshop has been named to the FORTUNE 100 Best Companies to Work For list, according to global research and consulting firm Great Place to Work and Fortune.

Build-A-Bear Workshop ranked No. 55 on [the list](#), which is based on survey responses from more than 310,000 employees rating their workplace culture on 50-plus elements of the workplace. These include trust in managers, compensation, fairness, camaraderie and workplace traits linked to innovation. The ranking accounted for the experiences of all employees including women, people of color, LGBT individuals, older team members, and disabled employees.

Great Place to Work research shows that list winners keep beating industry rivals when it comes to talent retention and demonstrating higher levels of productivity than peers.

In the most recent Associate Experience Survey, 95 percent of U.S. Build-A-Bear Workshop associates said they understand how their work supports the mission of Build-A-Bear—to “Add a Little More Heart to Life.” Build-A-Bear associates also indicated that they believe in the company’s core value of “Give” by making their communities a better place to live, work and play through contributions of time and talent.

“For a decade, our associates have attested to Build-A-Bear Workshop being a highly-engaged and satisfying workplace,” said Sharon Price John, president and chief executive officer, Build-A-Bear Workshop. “The well-being of our employees and opportunities for career growth are priorities for us. In fact, in 2017, more than 50 percent of our store management positions were filled by internal promotions. Our inclusion on this esteemed list wouldn’t be possible without our associates, and we thank them for their continued dedication to our mission every day.”

The 100 Best Companies is one of a [series of rankings by Great Place to Work](#) and FORTUNE based on employee feedback from Great Place to Work-Certified™ organizations. Build-A-Bear Workshop also ranked as a best workplace on the following lists by Great Place to Work[®] and FORTUNE: 2017 Best Workplaces for Women list (third consecutive year); the 2017 Best Workplaces in Retail list (fourth consecutive year); the 2017 Best Workplaces for Millennials list (third consecutive year); and the 2017 Best Workplaces for Diversity list (third consecutive year).

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. The company was named to the FORTUNE 100 Best Companies to Work For[®] list for the 10th year in a row in 2018. 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.

About The FORTUNE 100 Best Companies To Work For[®]

Great Place to Work based its ranking on a [data-driven methodology](#) applied to anonymous Trust Index™ survey responses from more than 310,000 employees at Great Place to Work-Certified organizations with more than 1,000 employees. To learn more about Great Place to Work Certification and recognition on Best Workplaces lists published with FORTUNE, visit Greatplacetowork.com.

About Great Place to Work®

[Great Place to Work](#) is the global authority on high-trust, high-performance workplace cultures. Through its [certification programs](#), Great Place to Work recognizes outstanding workplace cultures and produces the annual Fortune "100 Best Companies to Work For®" and Great Place to Work Best Workplaces lists for Millennials, Women, Diversity, Small & Medium Companies, industries and, internationally, countries and regions. Through its [culture consulting services](#), Great Place to Work helps clients create great workplaces that outpace peers on key business metrics like revenue growth, profitability, retention and stock performance.

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