

BUILD-A-BEAR WORKSHOP, INC.

Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. Founded in the United States in 1997, the company currently operates 51 company-owned Build-A-Bear Workshop® stores in the United Kingdom and Republic of Ireland, including six in Scotland, one in Wales, one in Northern Ireland and one store in the Republic of Ireland. Worldwide the company and its franchisees operates more than 400 stores, including company-owned stores in the United States., Puerto Rico, Canada, France, and franchise stores in Europe, Asia, Australia and Africa. In 2007, the interactive experience was enhanced - all the way to CyBEAR® space - with the launch of buildabearville.com®, the company's virtual world stuffed with fun.



Our Store Experience

Guests who visit a Build-A-Bear Workshop® store enter a recognisable and distinctive teddy bear themed environment consisting of eight stuffed animal-making stations: Choose Me, Hear Me, Stuff Me, Stitch Me, Fluff Me, Dress Me, Name Me and Take Me Home®. Store associates, known as master Bear Builder® associates, share the experience with Guests at each phase of the bear-making process. Regardless of age, Guests enjoy the highly visual environment and the fantasy of this special place while they create a memory with their friends and family.

At **Choose Me**, Guests are introduced to all the furry characters in the store and then select one, which soon becomes their new friend. There are more than 30 varieties of stuffed animals including teddy bears, bunnies, dogs, kitties and more. Build-A-Bear Workshop stuffed animals are very affordable, ranging in price from £8 - £18.

At **Hear Me**, Guests may select from several sound choices to place inside their stuffed animal to further personalise their new friend. The sound chip is inserted safely inside the new friend during the stuffing process. Guests can record their own 10-second Build-A-Sound® message. Pre-recorded sounds include giggles, growls, barks, meows and other animal sounds, as well as messages such as “I Love You”.



At **Stuff Me**, with the help of master Bear Builder associates, Guests fill their new friend with stuffing for just the right amount of huggability. A very special step that is unique to Build-A-Bear Workshop also happens at this station. Each Guest selects a small satin heart – a Build-A-Bear Workshop trademark, adds to it his or her own love and wishes, and carefully places it inside their new furry friend. This process brings the furry friendship to life.

At **Stitch Me**, the last seam is neatly pulled shut, nearly completing each new best friend. Before stitching the furry friend, the master Bear Builder associate inserts a barcode, allowing it to hopefully be reunited with its owner if ever lost and returned to Build-A-Bear Workshop. Thousands of furry friends have been reunited through our exclusive Find-A-Bear® ID



programme. The barcode also generates a unique code on the birth certificate so Guests can bring their new friend to life online for free at buildabearville.com to continue their friendship adventure when they get home.

At **Fluff Me**, the Guest brushes the animal to make sure his or her new friend is well groomed and pawfectly huggable!

At **Dress Me**, Guests may dress their new friend in the beary latest furry fashions. The bear apparel boutique features clothes and accessories for all occasions. Build-A-Bear Workshop® even has its own fashion expert mascot, Pawlette Coufur®, Fashion Advisor to the Furry Famous.

Guests then stop at the **Name Me** computer, where they answer several questions about their new furry friend, including the birth date and of course, its name. The furry friend is then entered into the Find-A-Bear ID programme and this information is used to create a personalised birth certificate for the furry friend.

Finally, Guests conclude their in-store bear-making experience at the **Take Me Home** station, where they receive their customised birth certificate and a special Stuff Fur Stuff® club membership, a rewards programme for our Guests. Each new furry friend is then placed in their very own Cub Condo® carrying case, which is designed as a handy travel carrier and new home.

OUR NEW WORLD STUFFED WITH FUN

Build-A-Bear Workshop is the first Company with both real world stores and a virtual world experience so that Guests can continue the fun with their furry friends when they get home! At buildabearville.com, our online world stuffed with fun, Guests can bring their new furry friend to life online for free by using the code found on their birth certificate. They create a unique online character and play games to earn Bear Bills™, which can be used to purchase more clothes, furniture for their Cub Condo® houses and other items. Guests can also trade items with other citizens in the world. Membership to the site is free and does not expire.





Beyond bringing their new friend to life online for free, Guests are rewarded for in-store purchases. When they make a clothing or accessory purchase in store or at www.buildabear.co.uk, they receive a receipt code. The code gives them virtual store credit to use at the Bear Boutique in buildabearville.com which is the only place to find exclusive virtual fashions and furniture items for their virtual furry friends. Stuff Fur Stuff® loyalty club members also receive virtual Bear Bills™ for their real world purchases.

OUR FURBULOUS FASHIONS

Guests are able to express the true personality of their new best friend by choosing from hundreds of outfits and accessories. Build-A-Bear Workshop stays on the cutting edge of furry style by partnering with fashion leaders. An exclusive partnership with SKECHERS® shoes makes Build-A-Bear Workshop the seller of more bear-sized shoes, sandals, boots and slippers than any other company worldwide! Further enhancing our furry style, Build-A-Bear Workshop works with a variety of partners, including Hello Kitty®, Disney and Harley-Davidson®.

Furry friends can also suit up in officially licensed sports stuff. Build-A-Bear Workshop sells bear-sized Manchester United and Chelsea Football Club outfits. Team specific items are sold in select markets and all merchandise is available at www.buildabear.co.uk.

Just like their human counterparts, furry fashions change seasonally, so there is always something new in store. Furry friends make personalised and affordable gifts for every occasion because Guests can make a gift as unique as the recipient. Guests can also share the fun of making a new best friend by giving Cub Cash® gift cards.

BUILD-A-PARTY®

To provide the fun of making a furry friend to groups—birthday parties, scout troops, company outings and family reunions—Build-A-Bear Workshop offers a Build-A-Party® programme. This exclusive service allows Guests to plan and customise their own party with pre-selected animals, clothes and accessories. Every animal made at the party can be brought to life online for free at buildabearville.com to continue the fun at home. In addition, for parties of six or more, the Guest of Honor and all party Guests receive free gifts, including virtual gifts to play with at buildabearville.com. Guests with scout troops or class trips receive a free



Build-A-Bear Workshop logo patch, in addition to their virtual gift. Party packages start at only £8 per Guest.

OUR AWARD-WINNING WEB SITE

At www.buildabear.co.uk, Guests can visit the official Web site of Build-A-Bear Workshop. They can purchase a furry friend and all the outfits and accessories needed to customise their new best friend, choosing from the company's entire selection of animals, outfits and accessories. Guests can also learn more about the company and schedule a Build-A-Party celebration online.

EMPOWERING KIDS TO MAKE A DIFFERENCE

Build-A-Bear Workshop believes in the teddy bear philosophy of being good people and good bears. Throughout its 11 year history the company has given Guests a voice to support causes that are important to them, helping children, families, animals and the environment. Since the company's inception, Build-A-Bear Workshop has donated over £14 million to these causes.

Build-A-Bear Workshop also provides financial support for non-profit organisations throughout the country with grants from our corporate foundations. The Build-A-Bear Workshop UK Foundation believes in extending a helping paw to programmes in the areas of children's health and wellness, literacy and education, the preservation of endangered animals and their habitats, domestic animal shelters, disaster relief programmes and environmental concerns.

In 2006, the company launched **Champ—A Champion Fur Kids**—an adorable bear that helps raise funds for children's health and wellness issues including pediatric cancer, juvenile diabetes and autism. This bear expands on Nikki's Bear which was originally created in 2003 to help children's health and wellness causes. Currently, £1 for every Champ sold benefits The Children's Trust.

The company supports children's literacy through the sale of **Read Teddy**[®] by donating £1 for every Read Teddy sold to The National Literacy Trust, a national organisation that links home, school and the wider community to inspire learners and create opportunities for everyone.



AWARD WINNING BEARS

Build-A-Bear Workshop continues to redefine the concept of mall-based entertainment retail. In doing so, the company has been recognised by the retail industry with numerous awards including:

- **2009 WiredKids “Best of the Web” Award sponsored by WiredSafety.org**
- **2009 FORTUNE 100 Best Companies to Work For® list**
- **2008 Bronze Winner Small Multi Media Campaign**
 - Buildabearville.com: An Online World Stuffed with Fun National Retail Federation
- **2008 Bronze Winner TV Single Spot**
 - Wish (Barkley) National Retail Federation
- **2008 iParenting Media Award**
 - Excellent Product: buildabearville.com
- **2007 Silver Winner Small Multi Media Campaign**
 - Ultimate Party Giveaway National Retail Federation
- **2007 Gold Winner Single Media Campaign – Live Vote**
 - Unscripted Campaign - Agency: Barkley National Retail Federation
- **2006 Best International Campaign**
 - Stuffed with Hugs™ Kid Power
- **2006 Runner Up - Best Other Campaign**
 - Mall of America Grand Opening Cele-bear-ation Kid Power
- **2006 Bronze Winner Direct Mail**
 - NYC Store Opening National Retail Federation
- **2006 Seventeen.com 10 Best Companies to Work For**
- **2005 iParenting Media HOT Award Winner**
 - Excellent Product: Toys & Games, 8 to 10 years
- **2005 Best Campaign in Toys/Games**
 - Make-your-own Rudolph The Red-Nose Reindeer®
 - 40th anniversary cele-bear-ation campaign
- **2005 Best New Business Community Business Awards – Sydney, Australia**
- **ICSC 2004 Hot Retailer Award**



In 2008, Maxine Clark, founder, chairman and chief executive bear of Build-A-Bear Workshop was named one of The 25 Most Influential People in Retailing by Chain Store Age; in 2006, she was inducted into the Junior Achievement National Business Hall of Fame and received the 2006 Luminary Award for Entrepreneurial Achievement from the Committee of 200. She was named a Customer-Centered Leader in the 2005 Customer First Awards by Fast Company. Maxine was one of the Wonder Women of Toys by Playthings magazine and Women in Toys, and was also one of the National Finalists in Retail for the Ernst & Young Entrepreneur of the Year 2004. In 2005, the National Association of Small Business Investment Companies (NASBIC) made Build-A-Bear Workshop Portfolio Company of the Year, it was named one of the International Council of Shopping Centers “Hottest Retailers of 2004” and the Retail Innovator of the Year for 2001 by The National Retail Federation.

Build-A-Bear Workshop has been profiled in several published books focusing on innovative and breakthrough business and retail strategies including:

- *Secrets of Millionaires Moms: Learn how they turned great ideas into booming business -- and how you can too*
- *Chocolates on the Pillow Aren't Enough : Reinventing the Customer Experience*
- *The DNO of Customer Experience: How Emotions Drive Value*
- *Revolutionize Your Customer Experience*
- *Customer Service Excellence 2004: Exemplary Practices in Retail*
- *The Blockbuster Toy! How to Invent the Next BIG Thing*
- *Brand Child: Remarkable insights into the minds of today's global kids and their relationships with brands*
- *Priceless: Turning Ordinary Products into Extraordinary Experiences*
- *Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force.*

BEAR NECESSITIES OF BUSINESS

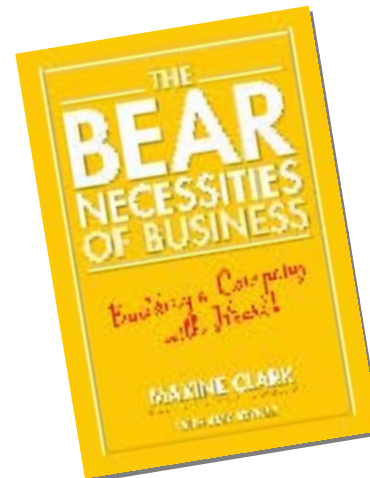
In 2006 Maxine Clark, wrote *The Bear Necessities of Business*, a book to help people who have the dream of building their own companies from the ground up. She drew upon her decades of business experience to give readers an inside look of what it takes to create an incredible company for customers of all ages. And for anyone who's ever wanted to start their own



business, the book offers the essential elements required to launch, nurture and run a viable company in the 21st century.

The book is for sale in Build-A-Bear Workshop stores and book retailers nationwide.

One hundred percent of the proceeds from the sales of *The Bear Necessities of Business: Building A Company With Heart* will be donated to the Build-A-Bear Workshop Bear Hugs Foundation to fund programmes that benefit children, families and animals through financial support for health and wellness causes and educational and literacy programmes.



TRADEMARKS

We would like to thank you for your interest in covering our business. As you write your story, we would ask that you use our full Name: **Build-A-Bear Workshop®** and that when referencing the process of making stuffed animals you use the word “**make**” not “**build**”.

Build-A-Bear Workshop is our well-known trade name and our registered trademark of **Build-A-Bear Retail Management, Inc.** **Build-A-Bear Workshop®** should only be used in capital letters to refer to our products and services and should not be used as a verb.

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