



Build-A-Bear Brings Sanrio Friends In-Store and Online for Holiday Season

Sanrio Products Pompompurin, My Melody and Kuromi Join Hello Kitty in Stores Now

ST. LOUIS, MO (December 07, 2023) – Build-A-Bear Workshop (NYSE: BBW) has released a new line of products from Sanrio – best known for its signature character Hello Kitty – in stores, including [Pompompurin](#), [My Melody](#) and [Kuromi](#). Initially launched online at buildabear.com earlier this month, these plushes expand upon Build-A-Bear's existing line of Sanrio products including Hello Kitty, Cinnamoroll, clothing and accessories. With the popularity of our existing Hello Kitty furry friends, these new collectibles are sure to be fan favorites and make great gifts for your Sanrio friends on your list.

As one of the company's best-selling lines, Build-A-Bear fans love seeing their favorite characters from Hello Kitty as huggable furry friends and now will be able to add even more Sanrio products to their collections by visiting their local Build-A-Bear Workshop. In addition to Pompompurin, My Melody and Kuromi, guests can also build the new [Giant Cinnamoroll](#) in select stores, while supplies last.

Pompompurin, a Sanrio golden retriever known for his yellow fur and signature brown beret, is a new, never-before offered item at Build-A-Bear. My Melody is the sweetest little bunny who loves baking cookies and eating almond pound cake. Kuromi features her signature black jester's hat with pink skull on her head, as well as the official Kuromi logo on her left paw pad. This entire line is a great holiday gift option for the Sanrio lover, only available for a limited time.

Sanrio fans can look forward to even more products coming to Build-A-Bear as we continue to add more Sanrio characters to our product line, including seasonal versions of Hello Kitty and the upcoming 50th anniversary edition of Hello Kitty, coming in 2024.

Founded in 1960 and best known for Hello Kitty, Sanrio is a worldwide designer and distributor of character-branded stationery, school supplies, gifts, and accessories. The Sanrio collection by Build-A-Bear is only available while supplies last.

adults now representing nearly 40% of its consumer base. With the growing popularity of brand enthusiasts and collectors, the company has increased product introductions to surprise and delight this audience.

About Build-A-Bear®

Build-A-Bear is a multi-generational global brand focused on its mission to "add a little more heart to life" appealing to a wide array of consumer groups who enjoy the personal expression in making their own "furry friends" to celebrate and commemorate life moments. Nearly 500 interactive brick-and-mortar experience locations operated through a variety of formats provide guests of all ages a hands-on entertaining experience, which often fosters a lasting and emotional brand connection. The company also offers engaging e-commerce/digital purchasing experiences on buildabear.com including its online "Bear-Builder", the animated "Bear Builder 3D Workshop" and its age-gated, adult-focused "[Bear Cave](#)". In addition, extending its brand power beyond retail, Build-A-Bear Entertainment, a subsidiary of Build-A-Bear Workshop, Inc., is dedicated to creating engaging content for kids and adults that fulfills the company's mission, while the company also offers products at wholesale and in non-plush consumer categories via licensing agreements with leading manufacturers. Build-A-Bear Workshop, Inc. posted total revenue of \$467.9 million in fiscal 2022. For more information, visit the [Investor Relations section](#) of buildabear.com



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