

**CRAZY 8 “REINDEALS”: BUILD-A-BEAR WORKSHOP® KICKS OFF DECEMBER WITH 8 DAYS OF DEALS, INCLUDING \$8 FURRY FRIENDS**

*Select Popular Furry Friends Will Be \$8 from Dec. 1 – Dec. 8 With New Plush Offered Each Day; Additional Furry Friends Will Also Be \$8 Off*

ST. LOUIS (Nov. 29, 2018) – To kick off the countdown to Christmas, Build-A-Bear Workshop® (NYSE:BBW) today announced eight days of deals happening Dec. 1 – 8 as part of the experiential retailer’s **Crazy 8 “ReinDEALS”** event. On each day, from Dec. 1 – 8, a selection of furry friends—including some of the hottest licensed characters—as well as select clothing items will be **\$8 each**, plus applicable taxes, while supplies last. Each day of the sale, the Crazy 8 “ReinDEALS” furry friends and clothing items that are part of the day’s \$8 offer will be revealed via email to Build-A-Bear Bonus Club™ members. Guests are encouraged to sign up for the [Bonus Club](#) to be among the first to see which furry friends are on sale.

In addition to \$8 furry friends, Build-A-Bear® is also offering **\$8 off select furry friends** throughout the eight-day period. Details and exclusions are available at [buildabear.com/events](http://buildabear.com/events).

In addition, for every furry friend purchased in Build-A-Bear Workshop stores and at buildabear.com from Nov. 29 through Dec. 4, one teddy bear will be donated to the Marine Toys for Tots Foundation and given to a child in need—up to 20,000 bears. Shoppers who purchase a furry friend in stores during this timeframe will also receive an “I Donated” sticker.

To help even more children have a merry Christmas, from Nov. 29 through Dec. 9, Guests can donate new, unwrapped toys to Toys for Tots at Build-A-Bear Workshop stores or make a donation at checkout to benefit Toys for Tots, both in stores and online, from Nov. 29 through Dec. 26. More information on Build-A-Bear Charitable Giving initiatives is available at [buildabear.com/giving](http://buildabear.com/giving).

Throughout the holiday season, families are invited to make wishes, new Christmas traditions and personalized furry friends at Build-A-Bear Workshop as they shop for the perfect holiday gifts all season long. At store locations across the country, Guests can sign the “Nice List,” participate in a Wishes Scavenger Hunt, take shareable photos with Build-A-Bear’s beloved mascot, Bearemy®, and enter to win their Build-A-Bear Wish List! More details on holiday fun and gifts for everyone on the Nice List are available on the [Build-A-Bear Press Room](#).

Fans can follow Build-A-Bear on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#) to keep up with the latest events, promotions and brand news.

**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. [Buildabear.com](http://Buildabear.com) is the online destination for unique furry-friend gifts, featuring The-Bear-Builder™, a shopping configurator that helps create customized gift options. 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.

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