

Build-A-Bear® Launches New “Build-A-Bae” Dating App

Launching this April, New Build-A-Bae Dating App Will Use Proprietary Algrrrrithm to Help Singles Find Their Perfect Match

ST. LOUIS (March 29, 2019) – With more than 50 percent of the U.S. population identifying as “single,” and over 40 percent looking for love on dating apps, the demand for building relationships is at an all-time high. To help single adults find a new connection with heart, and in a fun take on the company’s mission to add a little more heart to life, **Build-A-Bear®** is launching a new dating app that will be available at the beginning of April.

Inspired by Build-A-Bear’s classic “build-a” model, Build-A-Bae allows singles to create a profile for themselves and for their potential soulmate. To help users gain a deeper understanding of what they are looking for in the perfect match, the platform uses a proprietary algrrrrithm that applies tried and true bear-building science to the complexity of relationship chemistry.

“Every day, we see life-long connections take form through our retail-tainment experience and gift-giving options,” said Dorrie Krueger, chief strategy officer, Build-A-Bear Workshop®. “We have helped to create more than 180 million extraordinary friendships between people and their furry friends over the years. We’ve also hosted many first dates at the Workshop, witnessed hundreds of engagements and as relationships progress, our furry friends also become part of gender reveals before couples welcome new bundles of joy to their life. Today, with the help of science and technology, we’re launching a matchmaking platform in which singles can find someone who shares true teddy bear qualities such as kindness, generosity and a paw-sitive outlook on life.”

Since the introduction of Build-A-Bear Workshop more than two decades ago, Guests have often remarked on how they would like to see the customizable experience of making furry friends applied to the realm of making connections in real life. In fact, many fans have expressed to Build-A-Bear via social media that they want to “build-a-bae” or “build-a-boyfriend/girlfriend.” With research and testing, and a whole lot of heart, that wish will finally become a reality upon the launch of the new **Build-A-Bae** dating app.

After downloading the app, users will be asked to create a profile in three simple steps, inspired by the Make-Your-Own-furry-friend process:

1. **Analyze Me:** In this initial step, love-seekers will fill out a Love Questionnaire to help Build-A-Bae get to know their True Heart.
2. **Ask Me:** Next, users will be asked to share what they are looking for in the True Heart of their soul mate.
3. **Match Me:** Finally, responses will be analyzed through an extra-special Heart Ceremony, during which the algrrrrithm will filter through all other True Hearts to find the user’s perfect match.

Stay tuned to Build-A-Bear’s social media channels for updates and visit buildabear.com/BuildABae for more information. The new app is something everyone will want to get their paws on.

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 450 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](https://www.buildabear.com) is the online destination for unique furry-friend gifts, featuring The-Bear-Builder™, a shopping configurator that helps create customized gift options. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$336.6 million in fiscal 2018.

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