



BUILD-A-BEAR WORKSHOP® OPENS NEW LOCATION AT CEDAR POINT

Build-A-Bear® Is the Perfect Destination for Fun for the Whole Family

ST. LOUIS, MO (June 21, 2022) – Today, Build-A-Bear is opening a new store at Cedar Point Amusement Park in Sandusky, Ohio. This Build-A-Bear Workshop is the latest in a series of new locations focused on theme park and tourist destinations and will mark the fourth location within the Cedar Fair amusement park properties, with additional workshops located in Knott’s Berry Farm, Kings Island, and Kings Dominion. The new Build-A-Bear Workshop is located in Frontier Town near the very popular Maverick and Steel Vengeance rides.

“We’re so excited to be opening our doors at Cedar Point and bringing the fun of Build-A-Bear Workshop to guests of the amusement park,” said Chris Hurt, Chief Operations and Experience Officer. “We know that the Build-A-Bear experience has the power to add a little more heart to life in a unique way, and we are so excited to see it come to life in a place as fun and thrilling as Cedar Point.”

This Workshop offers the signature Build-A-Bear Make-Your-Own experience, with an assortment of furry friends, accessories, and products that appeal to kids and adults alike. The store will also offer exclusive Cedar Point merchandise for your furry friend.

At Build-A-Bear Workshop, kids — and kids at heart — make their way through a hands-on, interactive process to create their very own, personalized furry friends. Guests are supported by a BEAR BUILDER® associate to walk them through each step – from choosing a furry friend, to stuffing it with love and fluff, to a signature Heart Ceremony that brings them life. With a wide variety of furry friends updated regularly with seasonal options and fan favorites, and hundreds of outfits and accessories to choose from, each Build-A-Bear creation is genuinely one-of-a-kind!

More information about Build-A-Bear Workshop stuffed animals, gifts, events and deals can be found at buildabear.com. Follow and share your stories with the brand on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

ABOUT BUILD-A-BEAR WORKSHOP, INC. (NYSE: BBW)

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 retail 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 www.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. (NYSE: BBW) posted total revenue of \$411.5 million in fiscal 2021. For more information, visit the Investor Relations section of buildabear.com.

Contact:

Jaime Ludwig

pr@buildabear.com

###