

## FACT SHEET – 2011 HOLIDAY

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## Get Your Wish On at Build-A-Bear Workshop

This holiday season, Build-A-Bear Workshop® is inviting Guests to get their wish on. With brand-new furry friends from the latest holiday movies, classic and celebrity characters, hi-tech Kinect enabled bears, gifts that give back, holiday traditions, customized presents and fun stocking stuffers, Build-A-Bear Workshop will be on everyone's wish list this year. Whether you are a grown up searching for the perfect stuffed animal for that special someone, or a child discovering the joy of creating a personalized furry friend, Build-A-Bear Workshop invites all of its Guests to check out the array of gift options that are sure to bring smiles long after the season is over.

### HOLLYWOOD AND MOVIE MAGIC



#### **Erik and Friends from "Happy Feet Two"**

**Erik**, the newest "Happy Feet" character, taps his way into Build-A-Bear Workshop stores this holiday season just as the sequel, "Happy Feet Two," arrives in movie theaters. This cute and loving son of Mumble, the world's most famous tap-dancing penguin, is sure to top every kid's wish list. Make-your-own Erik (\$23) features a light-up bow. You can dress him in the Red Nordic Sweater (\$8.50), Red Nordic Sherpa Hat & Scarf (\$7.50), classic jeans (\$5), and black rubber boots (\$7.50). "Happy Feet Two" characters, **Lovelace, Sven and Boadicea** (\$10 each or \$7.50 when you purchase two or more), are available as pre-stuffed mini friends—perfect for stocking stuffers. "Happy Feet Two" in 3D is scheduled to premiere in theaters on November 18.



### **Alvin and Brittany**

Fans of *Alvin and the Chipmunks™* will be captivated when the stars of the upcoming movie, *Alvin and the Chipmunks: Chipwrecked!*, strut their stuff straight off of the red carpet, and into Build-A-Bear Workshop stores.

“Make-your-own” **Alvin and Brittany** (\$23 each) appear for a limited time (like any A-listers), so don’t miss your chance to embark on a holiday adventure with this delightful duo. Alvin comes sporting a hip Hawaiian tee (not shown). Add a slick white tux (\$13.50) or sweatshirt that plays music (\$10.50) and he’s bound to woo anyone on your gift list. Brittany comes with a fuchsia slip dress (not shown). Add the fruit-filled salsa dancing outfit (\$13.50) and go bananas! Movie characters, **Simon, Theodore, Jeanette and Eleanor** (\$12 each or \$10 each when you purchase two or more), are available as pre-stuffed mini friends (all dressed in island garb), for your stocking stuffers. *Alvin and the Chipmunks: Chipwrecked!* is set for release on December 16.



### **Disney Cars 2**

This furry friend makes the perfect pajama party pal! Marble Monkey(\$18) can be dressed in Disney's Cars 2 pajamas (\$12.50) and slippers (\$6).

### **Victoria Justice 4 BABW**

Build-A-Bear Workshop continues its partnership with the popular teen actress and singer, Victoria Justice, and will introduce new fashions this holiday season to its **Victoria Justice 4 BABW** apparel line for stuffed animals. This Happy Hugs Teddy (\$16) is totally hip and super cute! This fashionista makes the perfect unique gift dressed in a **Victoria Justice 4 BABW** Jade Bling Dress with Purse (\$13.50) and black gem bow heels (\$7.50).

## HIGH TECH AND HIGH TOUCH



### **Furry Friends Now Available in “Kinectimals Now with Bears”**

Guests can go from high touch to high tech this holiday season. Select stuffed animals sold in all Build-A-Bear Workshop stores and [buildabear.com](http://buildabear.com)® can be imported into the new [Kinect for Xbox 360](#) game, “Kinectimals Now with Bears.” Each of the four bears includes a special “Kinectimals” hangtag featuring a Microsoft Tag that imports these furry friends right into the game when scanned with the Kinect for Xbox 360. With engaging activities including training, caring for and playing with their cubs and embarking on challenges across two mysterious islands, “Kinectimals Now with Bears,” invites kids of all ages to create lasting friendships with some of the world’s most exotic creatures and now their favorite Build-A-Bear Workshop furry friends. The stuffed animals from the Build-A-Bear Workshop Collection that will be Kinect enabled include:

- Champ – A Champion Fur Kids™ (\$18)
- Colorful Hearts Bear (\$18)
- Endless Hearts Teddy (\$20)
- Peace & Hearts Bear (\$20)

## SPIRIT OF GIVING

The holidays are a perfect time to shop for gifts that benefit others and contribute to communities. Build-A-Bear Workshop offers a variety of stuffed animals that give back to causes that support animals, children's health and wellness, and literacy and education.



### **Dashing Dachshund**

This holiday season help real animals with the latest friend in the Bearemy's Kennel Pals® series. When Guests purchase this 16 inch **Dachshund** (\$22), one dollar is donated to the Build-A-Bear Workshop Bear Hugs Foundation to be granted to organizations working to

support domestic pet programs throughout the United States and Canada. This pup has floppy ears and a perky tail and can be dressed in a variety of outfits, including a striped snowflake dog sweater (\$8), a red leash and collar (\$5), and a hat and scarf set (\$7.50). A six inch **Mini Dachshund** is available for \$6.

### **WWF Fennec Fox**

This cute fox makes a fun gift for any animal lover. Build-A-Bear Workshop donates one dollar from the sale of each **WWF Fennec Fox** (\$25) to the World Wildlife Fund to protect endangered animals and their habitats. Learn more at [www.worldwildlife.org](http://www.worldwildlife.org).

### **Champ – A Champion Fur Kids™**

With stitching on its feet and ears, a smile on its face and a heart patch, the newest **Champ – A Champion Fur Kids** (\$18) is ready for gift giving. When you buy this beary special teddy, one dollar from your purchase is donated to the Build-A-Bear Workshop Bear Hugs Foundation which supports children's health and wellness causes such as juvenile diabetes, autism, children's cancer research, nutrition and child safety. Since first introducing Champ - A Champion Fur Kids in 2006, Build-A-Bear Workshop has raised more than \$800,000 to support children and families. Champ is shown in a navy and white striped hoodie (\$7), classic jeans (\$5), black sunglasses (\$4.50), and black canvas high-tops (\$7.50).

### **Read Teddy®**

Give the gift of **Read Teddy** (\$18) and support a worthy cause. For every purchase of this caramel-colored cub, 50 cents is donated to First Book to provide new books to children from low-income families and 50 cents to the Build-A-Bear Workshop Bear Hugs Foundation to support other literacy and education programs. It's the paw-fect gift for teachers or anyone who loves to read and can be styled anyway you like! Shown here in a pink striped sweater (\$8.50), fuchsia pleated cord skirt (\$6), purple owl hat (\$5.50), and bling boot (\$9).

## **HOLIDAY THEMED**

Send a little holiday cheer to everyone on your gift list by dressing any of the more than 30 furry friends at Build-A-Bear Workshop in a special holiday outfit. We've selected Shaggy Pup, Bearemy®, Happy Hugs Teddy, Tabby Kitty and Marble Monkey to model the latest seasonal fashions.



### **Christmas Tree Shaggy Pup**

Give a little Christmas cheer with this stuffed **Shaggy Pup** (\$18) dressed in a Christmas tree costume (\$12.50), classic jeans (\$5) and black rubber boots (\$7.50).

### **Bearemy Santa**

Ho, ho, ho! Bearemy is dressed in a special Santa costume (\$12.50), Santa beard (\$1.50), and black rubber boots (\$7.50) to make wonderful Christmas wishes come true.

### **Happy Hugs Mrs. Santa**

Happy Hugs Teddy (\$16) is ready for the holidays in a Mrs. Claus dress (\$12.50) and red velvet quilted flats (\$7.50).



### **Tabby Kitty and Marble Monkey Candy Elves**

Santa needs his elves! Tabby Kitty (\$18) and Marble Monkey (\$18) can be dressed in these candy elf costumes (\$10.50) and matching shoe and hat set (\$6).



### **Happy Hanukkah Bear**

Send Hanukkah hugs with this stuffed Happy Hugs Teddy (\$16) dressed in a blue velvet jacket dress (\$12.50) and gem bow heels (\$7.50).

### **Ice Skater Arctic Polar Bear**

Score paw-fect marks when you give this figure skating **Arctic Polar Bear** (\$20) to someone you love this holiday season. Dress the soft, cuddly cub in a pretty blue ice skating outfit (\$12.50), lace on some white fur pom ice skates (\$9) and head out to the rink.

### **All that Glitters Winter Wonder Teddy**

Whether riding in Santa's sleigh or tucked under the tree, the teddy bear is an enduring symbol of the holiday spirit that brings out warm thoughts of childhood, friendship, trust and love. With sparkling style from head to paw, including a snowflake nose, this new **Winter Wonder Teddy**

(\$20) is sure to bring a smile to anyone of your list. Shown wearing a white sequin sweater set (\$12.50), white gem fur boots (\$9) and white faux fur bows (\$2).

## **PERSONALIZED GIFTS**

One of the best things about Build-A-Bear Workshop is the opportunity to make or buy a unique gift, add a customized, signature sound or embroidered message and give it to someone special. From newlyweds to new parents, sports fans to foodies, tweens to tough guys, Build-A-Bear Workshop has something for everyone and every budget.



### **Bride Pawfectly Huggable Bunny & Groom Curly Teddy**

For the happy couple celebrating a December wedding, this twosome is a beary special gift they'll treasure for years. **Bunny Bride** (\$18) comes dressed in a wedding gown with veil, blue garter, bouquet (\$15) and silver bow heels (\$7.50). **Teddy Groom** (\$16) comes dressed in a tuxedo outfit (\$12.50) and dressy tie loafers (\$7.50).

### **Bundle of Joy Sweet Velvet Teddy**

A beary special gift to celebrate the newest arrival! This stuffed **Sweet Velvet Teddy** (\$16) looks precious in a yellow diaper and bib outfit (\$8). Velvet Teddy meets asthma & allergy friendly standards according to the Allergy Foundation of America.

### **Bearmy Teddy in New York Yankees™ Uniform**

Make a hit with sports fans by gifting a furry friend decked out in Major League or college team sports gear. Shown here, Bearmy (\$12) is dressed in an authentic teddy bear MLB™ New York Yankees uniform complete with jersey, belted pants, stirrups, hat (\$16), white socks (\$2), athletic shoes (\$7.50) and bat, ball and glove set (\$5).

### **Chef Happy Hugs Teddy**

This master chef stuffed Happy Hugs Teddy (\$16) will make the perfect gift for your favorite cook or hostess. Includes white jacket, black and white checked pants and white chef's hat (\$12).

### **Harley-Davidson® Rider Bearemy®**

Cruise in style with this cool Harley gift. This stuffed Bearemy Teddy (\$12) comes dressed in a Harley-Davidson® tee (\$7), classic jeans (\$5), and black rubber boots (\$7.50). Add the plush motorcycle (\$18) and vroom-vroom!

## **STOCKING STUFFERS**



Moms, dads and grandparents can make every wish come true with **Bear Buck\$® Gift Cards** (sized just right for stuffing in stockings). Build-A-Bear Workshop allows children to discover (or an adult to rediscover) the magic of choosing a new friend and bringing it to life with a hand-picked heart, then stuffing it, dressing it, naming it, and playing with it at home and online at Bearville.com™. Add a signature sound to any furry friend for further customization. When purchased online, Guests can customize an e-gift card with a message, character and special background.



Virtual gifts are also popular stocking stuffers. Anyone who receives a furry friend from Build-A-Bear Workshop can register their friend for free on Bearville.com, the online entertainment destination and virtual world where friends hang out, play games and watch videos and more. Purchase **“Bearville.com V.I.B.” Subscription Cards and Bearville Outfitters® Virtual Stuff Game Cards** to use at the Bearville Outfitters store and enhance the virtual world experience! A special bonus will be featured on V.I.B. cards through the holidays – buy three months and get 1 bonus month; buy six months and get two bonus months; and buy 12 months and get three bonus months. Also, a portion of the proceeds from the sale of each Bearville Outfitters card can be donated to select charities of the Guest's choice when redeemed at Bearville.com.

Get your wish list fulfilled by shopping at any Build-A-Bear Workshop store or online at [buildabear.com](http://buildabear.com)®. Download the Build-A-Bear® App for free from the iTunes® App Store (or at [www.itunes.com/appstore](http://www.itunes.com/appstore)) to check out what's hot, receive special offers, find stores and learn about fun family holiday activities and craft projects.

**About 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. There are more than 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom and Ireland, and franchise stores in Europe, Asia, Australia, Africa, the Middle East, Mexico and South America. Founded in St. Louis in 1997, Build-A-Bear Workshop is the leader in interactive retail. Brands include make-your-own Major League Baseball<sup>®</sup> mascot in-stadium locations, and Build-A-Dino<sup>®</sup> stores. Build-A-Bear Workshop extends its in-store interactive experience online with its award winning virtual world Web site at [bearville.com](http://bearville.com)<sup>®</sup>. The company was named to the FORTUNE 100 Best Companies to Work For<sup>®</sup> lists for the third year in a row in 2011. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$401.5 million in fiscal 2010. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web site at [buildabear.com](http://buildabear.com)<sup>®</sup>.

**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<sup>®</sup> 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<sup>®</sup> 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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