



PRAIM GROUP TO LAUNCH ALL-NATURAL BUILD-A-BEAR CHOCOLATE BARS AND CHOXCARDS

Build-A-Bear Chocolate Bars and Choxcards Provide Additional Opportunities for Guests to Treat Themselves or Someone Special

BOSTON – November 3, 2015 – Prait Group (www.PraitGroup.com), a food licensing, marketing and distribution company, today announced its agreement to create and distribute a line of all-natural chocolate bars for Build-A-Bear Workshop (NYSE:BBW), an interactive destination where guests of all ages can create personalized furry friends.

Prait Group will introduce four designs--two chocolate bars and two Choxcards®--all featuring the [newly designed Build-A-Bear logo](#)--at Build-A-Bear Workshop stores in the United States. The products will be distributed online and through other retailers at a later date. The bars and Choxcards will each offer a celebration design and an “everyday” design. Created by Prait Group, Choxcards are part greeting card and part Gift Card holder. Each Choxcard also includes a chocolate bar, providing gift-givers with a more personal and meaningful way to give a Gift Card.

All bars are milk chocolate, 3.5 ounces, kosher and all-natural.

“It’s exciting that Build-A-Bear turned to Prait Group to create and implement their new chocolate initiative,” says Paul Pruet, founder and director for Prait Group. “The Build-A-Bear designs are fun and the chocolate is delicious. It’s a great fit for this heartfelt brand.”

“Our guests love creating memories and celebrating life’s moments when they visit our stores,” says Gina Collins, chief marketing officer, Build-A-Bear. “The new Build-A-Bear chocolate bars and Choxcards by Prait are a fun way we can help them make memories even sweeter.”

Brand Activation Consulting is the exclusive global licensing representative of Build-A-Bear Workshop. Please contact Praim Group www.PraimGroup.com for more information.

About Praim Group

Established in 2006 and creator of CHOXCARD™, Praim Group is a one stop resource solution for helping successful consumer brands expand their reach into the tricky world of food logistics, marketing and sales. With offices in Boston and Los Angeles, Praim Group represents such brands as DreamWorks, Anne Taintor®, Mary Phillips Designs®, Erin Condren®, French Bull®, Bloomsberry & Co, The Andy Warhol Foundation, Pan Am®, Bosco® and others. For more information, please visit www.PraimGroup.com. Follow us on Twitter at <https://twitter.com/PraimGroup> and Facebook <http://www.facebook.com/PraimGroup>.

About Build-A-Bear

Founded in St. Louis in 1997, Build-A-Bear, a global brand kids love and parents trust, seeks to add a little more heart to life. Build-A-Bear has approximately 400 stores worldwide where guests can create customizable furry friends, including company-owned stores in the United States, Canada, Denmark, Ireland, Puerto Rico, and the United Kingdom, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. The company was named to the FORTUNE 100 Best Companies to Work For® list for the seventh year in a row in 2015. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted a total revenue of \$392.4 million in fiscal 2014. For more information, visit the Investor Relations section of buildabear.com.

MEDIA NOTE: Images and Samples Available Upon Request.
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