



March 26, 2013

## MY LITTLE PONY Gallops into Build-A-Bear Workshop

*Company introduces make-your-own PINKIE PIE and RAINBOW DASH based on the popular MY LITTLE PONY brand*

ST. LOUIS--(BUSINESS WIRE)-- [Build-A-Bear Workshop](#)<sup>®</sup>, the interactive entertainment retailer of customizable stuffed animals, is bringing the magic and friendship of the MY LITTLE PONY brand to Guests everywhere with a collection of characters under license from Hasbro, Inc. Arriving April 1, PINKIE PIE and RAINBOW DASH (\$24 each) will be available at Build-A-Bear Workshop stores throughout North America and online at [buildabear.com](#)<sup>®</sup>. The first ever make-your-own MY LITTLE PONY plush allows Guests to engage with these iconic characters in new and exciting ways at Build-A-Bear Workshop and uniquely personalize PINKIE PIE and RAINBOW DASH like never before.



Arriving April 1, PINKIE PIE and RAINBOW DASH (\$24 each) will be available at Build-A-Bear Workshop stores throughout North America and online at [buildabear.com](#)(R). (Photo: Business Wire)

combed and braided with an exclusive MY LITTLE PONY hairbrush (\$3), available only at Build-A-Bear Workshop.

Guests can dress PINKIE PIE and RAINBOW DASH in their signature capes (\$13.50) or a variety of other fashions to create the perfect look, including:

- MY LITTLE PONY skirt outfit (\$12.50)
- Knight costume (\$15.00).
- MY LITTLE PONY theme song (\$6) that can be added to any stuffed animal
- Hair extensions (\$4.00)
- Rainbow skates (\$6.00)

"We know our Guests, from all generations, love the MY LITTLE PONY characters and we are thrilled to be teaming up with Hasbro to bring PINKIE PIE and RAINBOW DASH to Build-A-Bear Workshop," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "Moms remember this brand from childhood — and now they can share the nostalgia, friendship, and fun with their own kids."

Build-A-Bear Workshop stores nationwide will be celebrating the arrival of this dynamic duo with a series of special events from April 1 through April 7. Guests and associates will be encouraged to dress up in their favorite MY LITTLE PONY fashions. Additionally, while making a MY LITTLE PONY friend, Guests can take a pony personality quiz, recite the pony promise, and learn how to style their pony's hair with a special hair care brochure. The bright and colorful manes on PINKIE PIE and RAINBOW DASH allow kids to engage in imaginative play with the ponies. PINKIE PIE has signature pink locks and RAINBOW DASH has a multi-colored mane that can be brushed,

"Friendship is at the heart of the MY LITTLE PONY brand and we are thrilled to offer fans of all ages a whole new way to create their own friendship stories with PINKIE PIE and RAINBOW DASH at Build-A-Bear Workshop," said Samantha Lomow, SVP Global Marketing.

The MY LITTLE PONY brand has brought fun, friendship & joy to millions of kids of all ages around the globe. The "*My Little Pony: Friendship is Magic*" animated series is created by Hasbro Studios and is currently airing on The Hub TV Network in the United States, and can be seen globally in over 170 countries.

### **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 website at [bearville.com](http://bearville.com)<sup>™</sup>. The company was named to the FORTUNE 100 Best Companies to Work For<sup>®</sup> list for the fifth year in a row in 2013. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$394.4 million in fiscal 2011. For more information, call 888.560.BEAR (2327) or visit the company's award-winning website 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.

### **About Hasbro**

[Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF, LITTLEST PET SHOP and G.I. JOE. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on The Hub TV Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at [www.hasbro.com](http://www.hasbro.com).

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