



## Build-A-Bear Workshop® 10<sup>th</sup> Birthday Timeline

**Where to start? How about a century or so ago with a guy named Teddy.**

**1902:** President Theodore Roosevelt is on a hunting trip and having little luck, so one of his buddies ties a bear cub to a tree for the president to bag and kill. Roosevelt refuses to shoot the helpless cub. Not long after artist Clifford Berryman draws a cartoon based on the kind act. A Brooklyn shopkeeper sees the cartoon and begins selling stuffed bears called “Teddy’s Bear,” in his stores.

**March 6, 1949:** Maxine Kasselmann is born in Coral Gables, Florida and she receives her first teddy bear. For the next 10 years Maxine takes it with her wherever she goes.

**1959:** Maxine loses her bear.

**1971:** Maxine graduates from University of Georgia and starts as a retail trainee with May Department Stores in Washington, D.C. She works her way up the management ladder in planning and research, marketing and product development.

**1992:** Maxine Clark is named president of Payless ShoeSource, the discount footwear retailer.

**1996:** Maxine leaves Payless and begins to toy with ideas for a new business. Her then-10-year-old best friend Katie is caught up in the Beanie Baby craze. When Katie can’t find the Beanie Baby she wants, she says she could just as easily make her own. “That gave me the idea to start,” Clark would later recall.

**September 1997:** St. Louis financier Barney Ebsworth, reads an article in a local business journal about Maxine Clark and her concept for a store that would invite children to make their own bears. He commits \$4.2 million to the start-up. Other equity partners soon follow.

**October 1997:** The first Build-A-Bear Workshop opens in Saint Louis Galleria with a goal of making \$1 million in the first year.

**October 1998:** First year sales at the first Build-A-Bear Workshop top \$1.7 million.

**May 2001:** Build-A-Bear Workshop starts its Stuffed With Hugs™ program in which children are invited to make stuffed animals for free for children in need around the world. To date more than 215,000 furry friends have been made and donated to children around the world.

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## **Add One/Build-A-Bear Workshop® 10<sup>th</sup> Birthday Timeline**

**2002:** Build-A-Bear Workshop creates the Nikki's Bear series in honor of Nikki Giampolo. Nikki, 15, lost her battle with cancer in 2002 but not before sharing her love by giving bears and their hugs to all those around her. The proceeds from sales of Nikki's Bears are used to fund children's charities. In 2006, Build-A-Bear Workshop launched Champ – A Champion Fur Kids to support children and families who are working to overcome health obstacles and meet wellness challenges. Champ's purple patch heart is a symbol of Nikki, and this new bear builds on her legacy and provides encouragement to all kids like her that so bravely deal with what life gives them.

**2004:** Build-A-Bear Workshop launches Huggable Heroes to celebrate young people who provide extraordinary service in their communities and around the world. Hundreds of young people have been recognized and this year the company, in honor of its 10<sup>th</sup> birthday, will honor 10 people with \$10,000 each in awards. (A \$7,500 scholarship and \$2,500 to be donated to a charity of the winner's choosing.)

**October 2004:** Build-A-Bear Workshop is common stock listed on the New York Stock Exchange (NYSE: BBW). The company posted total revenue of \$362 million in fiscal 2005.

**November 2004:** Build-A-Bear Workshop opens two **friends2Bmade** stores where Guests can make their own dolls. There are now nine **friends2Bmade** stores in as many cities across the nation.

**2005:** Build-A-Bear Workshop launches Build-A-Bear Workshop On Tour, a 53-foot trailer that opens into a complete 800-square-foot store. In 2005, the tour covered 40,000 miles to reach Guests at various sporting and family entertainment venues across the country.

**July 8, 2005:** Build-A-Bear Workshop flagship store opens in New York City on 5<sup>th</sup> Ave at 46<sup>th</sup> St., the biggest Build-A-Bear Workshop store in the world.

**April 2006:** Build-A-Bear Workshop acquires The Bear Factory, a U.K.-based stuffed animal retailer, and Amsbra, Ltd., the company's franchisee in the U.K., adding company-owned stores in the United Kingdom and Ireland.

**April 2006:** "The Bear Necessities of Business: Building A Company With Heart," Maxine Clark's guide to building a company with heart is released and gets strong reviews. "Worth reading whatever your line of business." (*The Guardian*, September 2006)

**January 2007:** Bearemy®, Build-A-Bear Workshop huggable mascot, announces the Year of Friendship to celebrate its 10<sup>th</sup> birthday. The year will include a series of charitable activities and events that will bring playgrounds, books, and the friendship of a teddy bear to children in need. In 2007, the company's foundations will surpass \$10 million in charitable donations.

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