

## **For Immediate Release**



### **Moose Toys Announces Shopkins™ License Agreement with Build-A-Bear Workshop *Launching a creative product tie-in for August 2017***

Los Angeles, CA—March 20, 2016 -- MOOSE TOYS is thrilled to announce the signing of a license agreement with [Build-A-Bear Workshop](#), the premiere interactive destination for creating personalized furry friends and a perfect fit with the Shopkins brand. The global agreement, brokered by The Licensing Shop Inc., covers Build-A-Bear Workshop locations, including those in the United States, Canada, Denmark, Ireland, Puerto Rico, the United Kingdom and China, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East.

Shopkins and Build-A-Bear Workshop are developing an assortment of plush and accessories that will launch at Build-A-Bear Workshop stores and at [buildabear.com](#) in late summer 2017.

“Shopkins offers fun, collectable characters kids love,” said Jennifer Kretchmar, chief merchandising officer, Build-A-Bear Workshop. “The brand and its channels have amassed an incredible following and we look forward to launching our fun collaborations later this year.”

Since its 2014 launch, Shopkins has become a global phenomenon with each season offering more than 100 different Shopkins characters to collect, including common, rare and limited edition characters. Its animated webisode series has amassed nearly 240 million views on YouTube and the Shopkins 12-Pack was the number one selling toy in the U.S. in 2015 and 2016 according to the NPD Group. Shopkins remains the top girls’ toy and license in major categories such as apparel, room décor, party goods, sleepwear, and others.

Nicole Hardiman, Head of Licensing who oversees the global licensing program at Moose Toys adds, “We are excited to be announcing this license agreement with Build-A-Bear Workshop and are loving their products currently in development. We know our Shopkins fans will enjoy the experience being planned for this Fall at their global locations!”

Shopkins won the 2016 LIMA Award of Excellence for ‘Best Toy Character License,’ as the licensed merchandise program has generated more than \$1 billion in retail sales since inception.

#### **About Moose Toys**

Moose Toys is a global toy company with offices in the US, UK, Hong Kong, China and the head office based in Melbourne, Australia. This award-winning company is known for designing, developing and distributing toy and lifestyle products across the globe for children of all ages and the young at heart. Moose has products in all toy categories including collectibles, arts and crafts, activity toys, dolls, novelty items and outdoor products, and has brought joy to kids worldwide with successful products such as

Mighty Beanz, Beados, Aqua Sand and The Trash Pack™. In 2015, Moose expanded several major product lines, including Shopkins™, the hottest collectible line of grocery and fashion themed characters; Little Live Pets, electronic pets that come to life in the palm of your hand; as well as line extensions for Beados craft activity sets. The company also introduced Qixels, the first "craftstruction" activity that allows kids to create pixelated worlds of monsters, warriors and more. Moose Toys has scored numerous coveted toy awards from industry experts and major retailers. The Shopkins Scoops Ice Cream Truck was awarded the 2016 "Girls Toy of the Year" and the Shopkins Small Mart playset was awarded the 2015 "Girls Toy of the Year" by the Toy Industry Association. Visit [www.moosetoys.com](http://www.moosetoys.com) for more information.

### **About Build-A-Bear Workshop**

Celebrating 20 years of business in 2017, Build-A-Bear is a global brand kids love and parents trust that seeks to add a little more heart to life. Build-A-Bear Workshop 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, the United Kingdom and China, 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 ninth year in a row in 2017. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$364.2 million in fiscal 2016. For more information, visit the Investor Relations section of [buildabear.com](http://buildabear.com).

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