

FOR IMMEDIATE RELEASE:

July 11, 2018

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**BUILD-A-BEAR WORKSHOP WILL OPEN EARLY FOR “PAY YOUR AGE DAY” AT
PALISADES CENTER**

WEST NYACK, N.Y.: On Thursday, July 12th, Build-A-Bear Workshop will open their doors at 9:00 a.m. to allow guests to participate for the first “Pay Your Age Day” event at Palisades Center!

In celebration of all birthdays, guests who visit a store in person that day can pay their current age, in dollars (U.S. & Canada) or pounds (U.K.), for any Make-Your-Own furry friend available in the store in celebration of the launch of the Build-A-Bear “Count Your Candles” birthday experience. The maximum price for anyone in stores is \$29.00. In order to participate in this fun-filled event, parents and guardians are encouraged to enroll in the Build-A-Bear Bonus Club online prior to arrival.

“We are very excited for this special campaign!” says Rachel Chester, marketing director for Palisades Center, “Build-A-Bear Workshop is a place where the entire family can enjoy creating memories for generations to come.”

WHAT: “Pay Your Age Day” Event at Build-A-Bear Workshop, Palisades Center

WHEN: Thursday, July 12th at 9:00 a.m. to 9:30 p.m.

WHERE: Build-A-Bear Workshop on Level Three near Macy’s

About Build-A-Bear

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 over 400 stores worldwide where guests can create customizable furry friends, including corporately-managed stores in the United States, Canada, China, Denmark, Ireland, Puerto Rico, and the United Kingdom, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. Buildabear.com is the online destination for unique furry-friend gifts, featuring The-Bear-Builder™, a shopping configurator that helps create customized gift options. In 2018, Build-A-Bear was named to the FORTUNE 100 Best Companies to Work For® list for the 10th year in a row. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$357.9 million in fiscal 2017.

About Palisades Center

Palisades Center is among the top ten most visited malls in America and is the premier shopping, dining and entertainment destination in the lower Hudson Valley. Located just 25 miles north of NYC, Palisades Center is a four-level shopping center offering over 200 stores, 15 sit-down restaurants, a bowling alley, ice rink, the world's tallest indoor ropes course, comedy club, and more. With its unique and diverse merchant mix, Palisades Center is the go-to place for local shoppers and tourists alike. To learn more, visit www.palisadescenter.com, www.facebook.com/palisadescenter, www.twitter.com/palisadesctr, or www.instagram.com/palisadesctr.

About Pyramid Management Group, LLC

Pyramid Management Group, owner of Palisades Center, is one of the largest, most innovative, privately-held shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 17 properties located throughout New York, Massachusetts and Virginia. Pyramid is an industry leader in combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit www.pyramidmg.com.

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