

**Build-A-Bear Workshop® “Guest Satisfaction Survey” Sweepstakes
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES, DISTRICT OF COLUMBIA, PUERTO RICO AND CANADA (excluding Quebec), 18 YEARS OF AGE AND OLDER, PRESENT IN ONE OF THE ABOVE STATED JURISDICTIONS AT THE TIME OF ENTRY. DO NOT PROCEED IN THIS PAGE IF YOU DO NOT COMPLY WITH THE ABOVE ELIGIBILITY REQUIREMENTS. THIS SWEEPSTAKES SHALL BE CONSTRUED AND INTERPRETED UNDER THE LAWS OF THE UNITED STATES. VOID WHERE RESTRICTED OR PROHIBITED BY LAW.

DESCRIPTION/ENTRY PERIOD: NO PURCHASE NECESSARY. Purchase will NOT increase your chance of winning. The Build-A-Bear Workshop® “Guest Satisfaction Survey” Sweepstakes begins at 12:00:00 AM Eastern Time (“ET”) (USA) on January 3, 2016 and ends at 11:59:59 PM ET (USA) on July 2, 2016 and is further divided into two Sweepstakes Entry Periods as defined in the Entry and Drawing Chart located in the Random Drawings section below. Sponsor’s computer will be the official clock for this sweepstakes. Sweepstakes open to legal residents of the 50 United States, District of Columbia, Puerto Rico and Canada (excluding Quebec) 18 years of age or older at time of entry. Minors may be required to obtain parental/legal guardian consent prior to entry in this sweepstakes. Individuals employed by or otherwise associated with Build-A-Bear Workshop, Inc., its affiliates, subsidiaries and individuals of promotional partners, agencies, their immediate families (spouse, parents, children, siblings and their respective spouses) & persons living in the same household are not eligible to enter or win a prize.

HOW TO ENTER: You may submit your sweepstakes entry in one of two ways. During the Promotion Period [1] make a purchase at a participating Build-A-Bear Workshop location in the United States, Puerto Rico or Canada and submit your entry via the internet; [2] or without purchase/without completing the survey, by mail.

- **Online entry:** For complete official rules and to enter online, log onto US and CAN – BABWcares.com. Using the User ID and password included on your register receipt, log-on to gain access to the site. Enter your date of birth and you will be asked to participate in the Customer Satisfaction Survey. Your survey responses will not affect your chances of winning. The online entry form includes your name and telephone number. Personal information collected from entrant is used only for the purpose of the Sweepstakes and will not be re-used, sold or shared in any manner, unless entrant agrees to receive further information on Sponsor’s products and promotions. All online entries will be deemed to have been submitted by the authorized account holder of the e-mail address submitted at the time of the entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.
- **Mail-in entry without purchase or survey response: For U.S., Puerto Rico, & Canada residents:** Write your name, address, telephone number, date of birth (and parental signature if a minor under the law of his/her jurisdiction of residence) on a 3X5 piece of paper, place in envelope and mail to: Guest Satisfaction Survey® Sweepstakes Manager, Build-A-Bear Workshop, 1954 Innerbelt Business Center Drive, St. Louis, MO 63114. Mail-in entrants do not need to complete a survey for entry into the Sweepstakes.

Purchases must be made by/User ID obtained by no later than July 2, 2016 and online surveys must be completed/received within five (5) days of the date of receipt and no later than 11:59:59 PM Eastern Time (USA) on July 7, 2016. Mail-in entries must be postmarked by, July 2, 2016 and received by July 7, 2016. Entries received after this date will not be accepted.

- Upon completion and receipt of the survey, eligible entrants will receive one entry into the sweepstakes. Limit one entry per store receipt. Mail-in entrants do not need to complete the survey and will receive one entry into the sweepstakes per postmarked outer mail-in entry envelope. **Limit one mail-in entry per person per day.** Entries in excess of limit are void. Mail-in entries must be mailed to the correct address provided herein.

CONDITIONS OF ENTRY: By entering, entrants acknowledge compliance with these official rules, including all eligibility requirements. To be valid, each entry form must be completely filled out. Use of any automated entry software is prohibited. Mechanically reproduced or faxed entries are void. Released Parties (as defined below) and any telephone network or service providers are not responsible for late, lost, stolen, illegible, incomplete, misdirected mail, incorrect or inaccurate transcription of entry information, human, printing or other errors, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, line failures of any telephone network, computer equipment or software, inability to access any web site or online service, or any injury or damage to entrant’s or any other person’s computer related to or resulting from participation or downloading any materials in this Sweepstakes, or any other technical or other error or malfunction. Entry materials that have been tampered with or altered are void. If for any reason this Sweepstakes is not capable of

running as planned, or if this Sweepstakes or any web site associated therewith (or any portion thereof) becomes corrupted or does not allow the proper playing of the Sweepstakes and processing of entries per these rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in Sponsor's sole opinion, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor reserves the right, at its sole discretion, to disqualify any individual implicated in such action, and/or to cancel, modify or suspend this Sweepstakes or any portion thereof. In the event this Sweepstakes is cancelled, Sponsor reserves the right to conduct a random drawing to award the prize from among all eligible, non-suspect, entries received for the drawing prior to the time of the action or event warranting such cancellation. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

RANDOM DRAWINGS: Winners will be selected in random drawings to occur on or about the dates specified in the following chart from among all complete, eligible entries received by the dates indicated. Entries will be void for any other Sweepstakes Period and no entries will carry over. Random drawings will be conducted in Woodbury, NY, U.S.A. by Marden-Kane, Inc., an independent judging organization, at approximately noon ET on dates specified. Odds of winning a Prize depend upon the total number of eligible entries received. Decisions of the judges will be final and binding on all matters relating to this Sweepstakes.

Entry and Drawing Chart

SWEEPSTAKES PERIOD	ONLINE SURVEY DATES	MAIL-IN ENTRY DATES	DRAWINGS FOR ENTRY DATES TO BE HELD ON OR ABOUT
Period 1	Purchase by: 4/2/16 & Complete online survey by: 4/7/16	Postmark by: 4/2/16 & Received by: 4/7/16	4/11/16
Period 2	Purchase by: 7/2/16 & Complete online survey by: 7/7/16	Postmark by: 7/2/16 & Received by: 7/7/16	7/11/16

PRIZES: Two (2) Grand Prizes (One (1) per Period Sweepstakes drawing): \$1,000 USD each if prize is won by a resident of the US; \$1,000.00 CAD if prize is won by a resident of CAN. Total Retail Value of all prizes \$2,000 USD.

WINNER NOTIFICATION: Potential prize winners will be notified via telephone, email, and/or mail within five (5) days after the Drawing Date. Potential Winners will be required to complete, sign and properly execute a Declaration of Eligibility and Release and return them by email or fax (and subsequently by mail) to Administrator within ten (10) days of prize notification. If Grand Prize winner is from the US, winner will also be required to complete, sign and properly execute an IRS Form W-9 to furnish his/her social security number that will be used only for the purpose of reporting the Winner's prize earnings to the Internal Revenue Service, as required by law. Noncompliance within this time period may result in disqualification and, at Sponsor's sole discretion an alternate potential Winner will be selected from the remaining eligible entries. If a potential winner cannot be reached or does not respond within specified time frame, is found to be ineligible, or declines to accept the prize, the potential winner may be disqualified in Sponsor's sole discretion, and in such case Sponsor may select an alternate winner in a random drawing from remaining eligible entries. Allow 4-6 weeks from eligibility verification for prize delivery by mail.

GENERAL RULES: Prizes will be awarded. Prizes are non-transferable, except at the discretion of the Sponsor. If a Grand Prize is won by a minor in his/her state, territory or providence of residence it will be awarded in the name of their parent or legal guardian. All taxes on a prize won by a U.S. resident, and other expenses related to accepting the prize are the sole responsibility of the winner or parent/legal guardian of minor winner. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

All expenses relating to acceptance and use of a prize that are not explicitly listed herein as being awarded, including, but not limited to, payment of taxes, are the sole responsibility of the winner. By entering this sweepstakes, except where prohibited by law, entrants (and if a minor in his/her jurisdiction, their parent/legal guardian for himself/herself and on behalf of the minor) consent to release and hold harmless the Sponsor, parent company, affiliates, subsidiaries, partners, agencies, representatives and employees of these companies and their respective employees, directors, officers, shareholders, agents, successors and assigns (collectively, "Released Parties") from and against any and all claims, actions, demands, liabilities, damages, injuries, losses and costs, expenses and damages of any kind including without limitation personal injury, death, and/or property damage as well as punitive, incidental, consequential damages, that may result from participation in the promotion or acceptance or use of a prize award. By entering, entrants and their parents/legal guardians agree that they will have no rights to bring (and covenant not to bring) any claim, action or proceeding of any kind or nature whatsoever against Released Parties. By accepting a prize, entrants (and if a minor in his/her jurisdiction, their parent/legal guardian for himself/herself and on behalf of the minor) grant permission to use their name, address (city, state, country), photos, descriptions of their person, likeness, statements, and biographical information without limitation, for advertising and publicity purposes, worldwide in any media known to date or to be developed in the future, without further compensation or notice, except where prohibited by law. Released Parties are not responsible for any lost, stolen or otherwise unaccounted for entries that may arise from technical errors in hardware and software programs and or misdirected, late, illegible, postage due or damaged entries. Released Parties are not responsible for damage to a prize or loss of a prize after the prize has been claimed. Sponsor has the sole right to cancel or suspend the promotion or any portion thereof for any reason whatsoever that may corrupt the administration, security or proper play of the promotion. In such cases, prize will be awarded from all eligible entries received prior to cancellation. In the event that a winner chooses not to accept his/her prize, is not in compliance with the rules, or is unable to be notified, prize will be forfeited and an alternate winner will be randomly selected from all of the remaining qualified entries. All materials submitted become the sole property of Sponsor. The official rules for this sweepstakes, excluding any and all disputes, are subject to all applicable US Federal, state, provincial and local laws & regulations as it pertains to the entrant's country of residence at time of his/her entry in this sweepstakes (U.S., Puerto Rico and Canada (excluding Quebec)). Entrants from all participating countries agree that any and all disputes shall be filed and resolved exclusively by the courts in the State of Missouri, USA.

PRIVACY & PERSONAL INFORMATION: Personal information collected from entrants will be used by Sponsor for the purpose of administering the sweepstakes and if entrant authorizes by opting in, to provide entrants with information relating to products, services and promotions of Sponsor and affiliates of Sponsor. Sponsor shall not sell, share or otherwise disclose personal information of entrants with third parties, other than to third parties engaged by Sponsor to fulfill the above purposes or as otherwise consented to by the entrant or parent or legal guardian of any entrant under the age of 18 or a minor in the residence of his/her jurisdiction. To view Sponsor's Privacy Policy, visit www.buildabear.com/AboutUs/OurCompany/Privacy.aspx (for U.S., Puerto Rico or Canadian residents). If you have more questions about the Sponsor's Privacy Policy, you may contact the Privacy Associate by email, mail or phone at: Email: privacy@buildabear.com; Mail: Privacy Associate, Build-A-Bear Workshop®, 1954 Innerbelt Business Ctr. Dr., St. Louis, MO 63114-5760, USA, Phone (toll free) 1-877-789-BEAR (2327).

ADDITIONAL RULES FOR CANADIAN RESIDENTS: Canadian winners will be required to correctly answer a mathematical skill question administered online/by mail/via telephone, at the sponsors sole discretion, prior to award of any prize.

WINNER'S LIST/ RULES REQUESTS: For the names of the winners or a copy of the official rules, mail a self addressed stamped envelope for receipt by July 31, 2016, to Guest Satisfaction Survey Winner, Build-A-Bear Workshop, 1954 Innerbelt Business Center Drive, St. Louis, MO 63114, USA. Residents of Vermont and Canada may omit return postage. Rules in Spanish also available at participating Build-A-Bear Workshop® locations, in Puerto Rico. For individual copy of rules available in English, or Spanish, visit www.BABWcares.com.

Sponsor: Build-A-Bear Workshop, Inc., 1954 Innerbelt Business Center Drive, St Louis, MO 63114, USA. Administrator: Marden-Kane, Inc., 195 Froehlich Farm Blvd. Woodbury, NY 11797, USA. If you do not wish to receive further promotional opportunities from Build-A-Bear Workshop® please write to the sponsor at the above address and title your request: Promotions do not mail list.

©2016 Marden-Kane Inc. All rights reserved.