

IMPORTANT MESSAGE FROM BUILD-A-BEAR WORKSHOP – PRODUCT RECALL

October 23, 2015

Dear Valued Guest,

At Build-A-Bear Workshop, the safety of our guests is our first priority. We are contacting you regarding an item we believe you may have purchased from Build-A-Bear Workshop: Starbrights Dragon. In keeping with our promise to put your safety first, Build-A-Bear Workshop has issued a voluntary product safety recall of the Starbrights Dragon. The Starbrights Dragon, pictured below, was sold from April 23, 2015, through August 15, 2015. It has come to our attention that the fibrous stuffing material may become accessible due to the weakness of the satin seam on the middle section of these Starbrights Dragons, which could present a potential choking hazard to young children. We have had no reports of safety incidents from consumers, and we are unaware of any injuries caused by this product.



Starbrights Dragon
Sku # 22091
PO#2248
01/15

We take the safety of our guests very seriously, and we test all of our products using an independent laboratory to ensure quality, consistency and accuracy in the testing results. The Starbrights Dragon passed all AS/NZ 8124 safety testing. Despite the absence of injury, out of an abundance of caution, we ask you to immediately return the Starbrights Dragon to your local Build-A-Bear Workshop store where you can exchange it for any of our available furry friends (excluding the limited edition Disney Collectible Box Sets). If you are unable to return the Starbrights Dragon to a store, you may contact Build-A-Bear Workshop's Web store for alternate instructions.

03 9318 6266

Hours of Operation:

Monday – Wednesday 9am – 5:30pm

Thursday – Friday 9am – 9pm

Saturdays 9am – 5pm

Sundays 10am – 5pm

Email: ProductHotline@buildabear.com

We apologize for any inconvenience. Thank you for being a valued Build-A-Bear Workshop guest. We look forward to seeing you soon.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sharon'.

Sharon Price John
Chief Executive Officer
Build-A-Bear Workshop