

BUILD A BEAR WORKSHOP INC  
Form 8-K  
February 17, 2011  
UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT PURSUANT  
TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event  
reported) February 17, 2011

Build-A-Bear Workshop, Inc.  
(Exact name of registrant as specified in its charter)

Delaware      001-32320      43-1883836  
(State or Other    (Commission    (IRS Employer

Jurisdiction of    File Number)    Identification No.)

Incorporation)

1954 Innerbelt Business Center Drive  
St. Louis, Missouri                      63114  
(Address of Principal Executive Offices)    (Zip Code)

(314) 423-8000  
(Registrant's Telephone Number, Including Area Code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2 below):

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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Item 2.02. Results of Operations and Financial Condition.

On February 17, 2011, Build-A-Bear Workshop, Inc. (the “Company”) issued a press release announcing, among other things, total revenue, net retail sales, net income, and diluted earnings per share for the fourth quarter (13 weeks ended January 1, 2011) and for the full year of fiscal 2010 (52 weeks ended January 1, 2011). The press release also reported the Company’s year-end cash and inventory and its objectives for fiscal 2011 capital expenditures, depreciation and amortization, and new store openings for franchise stores.

A copy of the press release is furnished as Exhibit 99.1 hereto and is incorporated by reference herein. The description of the press release contained herein is qualified in its entirety by the full text of such exhibit.

The information furnished in contained or incorporated by reference into this Item 2.02, including Exhibit 99.1 attached hereto, is being furnished and shall not be deemed “filed” for purposes of Section 18 of the Securities and Exchange Act of 1934 (the “Exchange Act”) or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any general incorporation language in such filing. In addition, this report (including Exhibit 99.1) shall not be deemed an admission as to the materiality of any information contained herein that is required to be disclosed solely as a requirement of this Item.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

Exhibit Number   Description of Exhibit

99.1                    Press Release dated February 17, 2011

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

BUILD-A-BEAR WORKSHOP, INC.

Date: February 17, 2011    By:    /s/ Tina Klocke  
Name: Tina Klocke  
Title: Chief Operations and Financial  
Bear, Secretary and Treasurer

EXHIBIT INDEX

Exhibit Number   Description of Exhibit

99.1                      Press Release dated February 17, 2011

4