

Parametric Product at Additional Build-A-Bear Workshops

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SAN DIEGO, California, May 2, 2013 – Parametric Sound Corporation (Nasdaq: PAMT), a leading innovator of audio products and solutions, today announced that Build-A-Bear Workshop® will include the Company's HyperSound™ product in an additional 20-25 newly designed stores that it plans to open across North America this year. The stores have received rave reviews since opening the first six stores in the fall of 2012.

"We are very excited to bring our newly imagined, interactive bear-making process to more of our Guests," said Dave Finnegan, Chief Information and Interactive Bear. "We have been very pleased with the HyperSound product and look forward to continue working with Parametric on our store expansion."

"We are honored to have HyperSound selected for these additional store openings," said Ken Potashner, executive chairman of Parametric Sound. "We are optimistic about the progress we've made in all of our pilot programs and encouraged by the high level of interest. Directed audio appears to be a perfect solution for a broad range of commercial and consumer applications and we look forward to servicing this market demand."

About the Newly Imagined Build-A-Bear Workshop Stores

Build-A-Bear Workshop, the interactive entertainment retailer of customized stuffed animals, has created a newly imagined store design that merges the love of a teddy bear with the best of technology. In 2012, the company opened six newly imaged stores in select markets across the U.S. The newly imagined store received the Digital Signage Expo 2013 Award of the Year and a Gold Apex Award in Retail. In 2012, the store received Retail TouchPoints Customer Engagement Award for in-store experience and was the first brick and mortar store to receive the WiredTrust Socially Safe Seal. By 2014, the company expects to refresh 40 to 50 locations with either full or partial elements of the new design format. To learn more about the newly imagined Build-A-Bear Workshop

store, take a virtual tour at <http://bit.ly/QAojqj>.

About Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own stuffed animal retail entertainment experience. There are more than 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom and Ireland, and franchise stores in Europe, Asia, Australia, Africa, the Middle East, Mexico and South America. Founded in St. Louis in 1997, Build-A-Bear Workshop is the leader in interactive retail. Brands include make-your-own Major League Baseball® mascot in-stadium locations, and Build-A-Dino® stores. Build-A-Bear Workshop extends its in-store interactive experience online with its award winning virtual world and entertainment destination website at bearville.com™. The company was named to the FORTUNE 100 Best Companies to Work For® list for the fourth year in a row in 2012. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$394.4 million in fiscal 2011. For more information, call 888.560.BEAR (2327) or visit the company's award-winning website at buildabear.com®.

Trademark Information: HSS is registered trademark of, and HyperSound is a tradename of, Parametric Sound. All other trade names used herein are either trademarks or registered trademarks of the respective holders.

Cautionary note on forward-looking statements

This press release includes forward-looking information and statements. Except for historical information contained in this release, statements in this release may constitute forward-looking statements regarding assumptions, projections, expectations, targets, intentions or beliefs about future events that are based on management's belief, as well as assumptions made by, and information currently available to, management. While the Company believes that expectations are based upon reasonable assumptions, there can be no assurances that goals and strategy will be realized. Numerous factors, including risks and uncertainties, may affect actual results and may cause results to differ materially from those expressed in forward-looking statements made by the Company or on its behalf. Some of these factors include the acceptance of existing and future products, the impact of competitive products and pricing, general business and economic conditions, and other factors detailed in the Company's Annual Report on Form 10-K and other periodic reports filed with the SEC. The Company specifically disclaims any obligation to update or revise any forward-looking statement whether as a result of new information, future developments or otherwise.