NEWS RELEASE

Parametric Sound's Directed Sound Selected by Build-A-Bear Workshop

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HyperSound™ Enhances Interactive Experience

SAN DIEGO, California, October 1, 2012 – 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 directed sound product in six newly designed stores that will be opened across the U.S. this year. HyperSound (HSS) allows the retailer to simultaneously operate multiple interactive kiosks within the store, each playing its own specific audio message. This is made possible by HSS's unique ability to target specific listening areas.

"We are very excited to merge this innovative technology with our newly designed, interactive bear-making process," said Dave Finnegan, Chief Information and Interactive Bear. "This enhancement demonstrates our commitment to creating an enjoyable interactive experience for our Guests, and we look forward to working with Parametric as we open these new stores."

"Our technology is unique in that it allows you to control where you want to place audio," said Kenneth F. Potashner, executive chairman of Parametric Sound. "We continue to find applications for HyperSound, as evidenced by this project, and are encouraged by our progress. We are equally encouraged by the number of inquiries we've received regarding the licensing of our technology."

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.