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# Eddie Bauer's Infant Collection Gets a New Look from Crown Crafts Infant Products for JPMA 2007

## Cuddly, Soft and Oh, So Sweet, Teddy Bears Rule!

HUNTINGTON BEACH, Calif., March 1, 2007 (PRIME NEWSWIRE) -- Crown Crafts Infant Products, Inc., a Crown Crafts, Inc. company (the "Company") (OTCBB:CRWS) today announced that it will debut a new collection of infant nursery decor under its Eddie Bauer license at the upcoming JPMA in April 2007. An appreciation of the outdoors and today's modern outdoors lifestyle are the cornerstones for the Company's Eddie Bauer-branded products.

The new collection, "Teddy Bear," features plush, soft tonal brown and beige fabrics along with subtle plaids. The collection not only includes bedding for the crib, but also offers coordinating accessories, such as a diaper stacker, laundry hamper, lamp, mobile, wall borders, window treatments and wall decor. The suggested retail price for the four-piece set is \$169.99, while accessories range from \$19.99 to \$39.99.

The Company's Eddie Bauer-branded products, known for fashion and quality, are sold throughout the United States and Canada in department stores, baby specialty stores, on-line retailers, mid-tier retailers and juvenile specialty stores such as Babies R Us and Baby Depot.

### About Crown Crafts Infant Products

Crown Crafts Infant Products is a Crown Crafts, Inc. company. Crown Crafts is America's largest producer of infant bedding, bibs and bath items. The Company's products include licensed and branded collections as well as exclusive private label programs for certain of its customers. More information is available on the company's Web site at [www.crowncrafts.com](http://www.crowncrafts.com).

### About Eddie Bauer

Established in 1920 in Seattle, Eddie Bauer is a specialty retailer that sells casual sportswear and accessories for the modern, outdoor lifestyle. The Eddie Bauer brand is a nationally recognized brand that stands for high quality, innovation, style and customer service. Eddie Bauer products are available at nearly 400 stores throughout the U.S. and Canada, through catalog sales, and online at [www.eddiebauer.com](http://www.eddiebauer.com) and [www.eddiebaueroutlet.com](http://www.eddiebaueroutlet.com). Eddie Bauer also participates in joint venture partnerships in Japan and Germany and has licensing agreements across a variety of product categories.

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