

January 8, 2015



# Crown Crafts to Partner with Zutano on New Line of Bedding and Nursery Products

GONZALES, La., Jan. 8, 2015 /PRNewswire/ -- Crown Crafts Infant Products, Inc., a wholly-owned subsidiary of Crown Crafts, Inc. (NASDAQ-CM: CRWS), announced today that it has signed a licensing agreement with Zutano, a Vermont-based designer of children's clothing, accessories and nursery products, to develop, market and distribute a new line of infant bedding, blankets, bibs, bath and room decor products. The new line is expected to be launched in 2015 and will feature the kind of contemporary, playful and colorful designs that have made Zutano one of today's most influential brands in children's fashion.

Founded in 1989, Zutano is known for its vibrant colors and original prints. Inspired by the birth of their first daughter, Uli and Michael Belenky created the company to fill what they saw as a need for clothing designs that would reflect a simple aesthetic, but also highlight the unique spark of the baby. Zutano also maintains successful licensing partnerships that have helped extend the reach of its designs beyond clothing to include nursery furniture, decor, toys and plush products.

"Partnering with Crown Crafts is an outstanding opportunity for us to expand our presence even further into bedding and nursery products," said Michael Belenky, President of Zutano. "We are excited about this next step in the growth of our company and look forward to working with the highly talented team at Crown Crafts."

"Zutano produces happy, whimsical and colorful designs that appeal to today's millennial moms," said Nanci Freeman, President and Chief Executive Officer of Crown Crafts Infant Products. "They have been doing this successfully for 25 years, and they understand how to develop new, exciting and contemporary designs. We are delighted to add the Zutano name to our strong portfolio of licensed offerings."

Public Group LLC represented Zutano on this licensing agreement. For more information about licensing, contact Jonathan Breiter, Principal, Public Group LLC, at Jonathan Breiter [jonathan@publicgrouplicensing.com](mailto:jonathan@publicgrouplicensing.com) or call 917-270-9926.

## About Zutano

Zutano began with an amazingly simple idea that was inspired 25 years ago by the arrival of Michael and Uli Belenky's first daughter – create high-quality clothes with a variety that comes from mixing and matching prints, patterns and textures. The result was a lovingly created line of baby clothes that was as unique as their precious daughter. Today, they continue to create magical children's products in the foothills of Cabot, Vermont. Zutano strives to support a nurturing world for babies to come into. The company believes that business has a responsibility to appropriately manage and protect the environment and community through respectful holistic practices locally as well as globally. It is a solid example of a sustainable global business based in the hills of Cabot, Vermont. Founded by

Uli and Michael Belenky in 1989, Zutano is now available at more than 1,500 gift and specialty boutiques and retailers worldwide as well as on the web at select e-tailers and [Zutano.com](http://Zutano.com). New York's famed FAO Schwarz houses a 500-square-foot Zutano boutique, which carries the entire line of sweet and sophisticated designs.

For more detailed product information, please contact Ann Pechaver: [ann@zutano.com](mailto:ann@zutano.com) or call 802-578-7512. Visit the Zutano web site at <http://www.zutano.com>

### **About Crown Crafts, Inc.**

Crown Crafts, Inc. designs, markets and distributes infant, toddler and juvenile consumer products, including crib and toddler bedding; blankets; nursery accessories; room decor; burp cloths; bathing accessories; reusable and disposable bibs; and disposable placemats, floor mats, toilet seat covers and changing mats. The Company's operating subsidiaries consist of Crown Crafts Infant Products, Inc. in California and Hamco, Inc. in Louisiana. Crown Crafts is among America's largest producers 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. The Company's website is [www.crowncrafts.com](http://www.crowncrafts.com).

Contact:

Olivia Elliott

Vice President and Chief Financial Officer

(225) 647-9124

[oelliott@crowncrafts.com](mailto:oelliott@crowncrafts.com)

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/crown-crafts-to-partner-with-zutano-on-new-line-of-bedding-and-nursery-products-300017980.html>

SOURCE Crown Crafts, Inc.