

December 17, 2018



Crown Crafts Announces Launch of Redesigned Investor Website

GONZALES, La., Dec. 17, 2018 (GLOBE NEWSWIRE) -- Crown Crafts, Inc. (NASDAQ-CM: CRWS) (the "Company") today announced the launch of the newly redesigned website, www.crowncrafts.com.

The redesigned website offers simple navigation, improved functionality and easy access to key company information for investors, consumers and retail partners. To provide the best user experience, the new website is optimized for all digital devices, including desktop and mobile. The site also offers an updated look and feel, reflecting the new Crown Crafts brand identity.

"As Crown Crafts has evolved and grown over the last several years, we've identified the need for a refreshed digital presence to better reflect the breadth of our portfolio and communicate our overall value proposition," said E. Randall Chestnut, Chairman, President and Chief Executive Officer. "Our new website offers a simplified look at our brands and quick access to important investor information, such as financial and stock information, recent press releases, investor presentations and SEC filings," Chestnut continued. "We are excited to announce the launch of the new site and our improved content focused on Crown Crafts' mission to 'Do the Right Thing' for all of our stakeholders."

Crown Crafts' new website will be regularly updated with business updates, events, company presentations, media mentions and press releases. Visitors are encouraged to explore the website and sign up for direct emails from the Company at <https://www.crowncrafts.com/contact>.

About Crown Crafts, Inc.

Crown Crafts, Inc. designs, markets and distributes infant, toddler and juvenile consumer products. Crown Crafts, Inc., founded in 1957, is one of America's largest producers of infant bedding, toddler bedding, bibs and developmental toys. Crown Crafts, Inc. operates through its three wholly owned subsidiaries, NoJo Baby & Kids, Inc., Sassy Baby, Inc. and Carousel Designs, LLC. The Company's subsidiaries market a variety of infant, toddler and juvenile products under Company-owned trademarks, as well as licensed collections and exclusive private label programs. Sales are made directly to retailers such as mass merchants, large chain stores and juvenile specialty stores, as well as directly to consumers through www.babybedding.com. For more information, visit the Company's website at www.crowncrafts.com.

The foregoing contains forward-looking statements within the meaning of the Securities Act of 1933, the Securities Exchange Act of 1934 and the Private Securities Litigation Reform Act of 1995. Such statements are based upon management's current expectations, projections, estimates and assumptions. Words such as "expects," "believes," "anticipates" and variations of such words and similar expressions identify such forward-looking

statements. Forward-looking statements involve known and unknown risks and uncertainties that may cause future results to differ materially from those suggested by the forward-looking statements. These risks include, among others, general economic conditions, including changes in interest rates, in the overall level of consumer spending and in the price of oil, cotton and other raw materials used in the Company's products, changing competition, changes in the retail environment, the Company's ability to successfully integrate newly acquired businesses, the level and pricing of future orders from the Company's customers, the extent to which the Company's business is concentrated in a small number of customers, the Company's dependence upon third-party suppliers, including some located in foreign countries, customer acceptance of both new designs and newly-introduced product lines, actions of competitors that may impact the Company's business, disruptions to transportation systems or shipping lanes used by the Company or its suppliers, and the Company's dependence upon licenses from third parties. Reference is also made to the Company's periodic filings with the Securities and Exchange Commission for additional factors that may impact the Company's results of operations and financial condition. The Company does not undertake to update the forward-looking statements contained herein to conform to actual results or changes in our expectations, whether as a result of new information, future events or otherwise.

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Source: Crown Crafts, Inc.