

April 7, 2015



Crown Crafts Signs Licensing Agreement With Petunia Pickle Bottom

GONZALES, La., April 7, 2015 (GLOBE NEWSWIRE) -- Crown Crafts Infant Products, Inc., a wholly owned subsidiary of Crown Crafts, Inc. (Nasdaq:CRWS), announced today that it has entered into a licensing agreement with Petunia Pickle Bottom for luxury infant bedding, blankets, bibs and bath products.

Petunia Pickle Bottom is a vibrant lifestyle brand known around the world for its reinvention of the once unimaginative diaper bag. With original, fashion-forward silhouettes, and bold, modern colors and prints, the eye-catching diaper bags and accessories were thoughtfully created for modern moms on the go. The brand's products are sold in more than 1,000 boutiques and fine department stores across the globe.

"Petunia Pickle Bottom is one of the most prestigious and established brands in the premium diaper bag space, and we look forward to helping expand the brand with exciting new offerings in the bedding, blanket, bib and bath product markets," said Nanci Freeman, President and Chief Executive Officer of Crown Crafts Infant Products. "These new offerings will feature high-quality, fashionable and colorfully patterned products with the same unrivaled attention to detail and craftsmanship that both Petunia Pickle Bottom and Crown Crafts are known for."

"We are excited to partner with Crown Crafts Infant Products in our effort to meet the growing needs of stylish women who are experiencing the joy and adventure of modern motherhood," said Korie Conant, Chief Marketing Officer of Petunia Pickle Bottom. "With our smart, high-quality products and trendsetting prints and patterns, Petunia Pickle Bottom has become the go-to lifestyle brand for the luxury mom and juvenile markets, where sensible function meets simple elegance."

About Petunia Pickle Bottom

Petunia Pickle Bottom was founded in 2000 by designer DeNai Jones, who named the company after the nickname her father gave her when she was very young. Petunia Pickle Bottom is a lifestyle – a different way of looking at the world – as exemplified by through its distinct, unique and decidedly fashionable products. A perennial exhibit of bold lines, daring colors and darling designer details, Petunia Pickle Bottom was created for the steadfast sophisticate inside every woman. Inspired by travel, architecture, vintage textiles and a desire to bring style and sophistication to the world of modern parenting, Petunia Pickle Bottom's bold graphic prints have become the signature of their collections, season after season. For more information, visit www.petunia.com or contact Rachel McKnett via email at rachel@petunia.com or call 805-643-6697, ext. 123.

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 décor; 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.

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Source: Crown Crafts, Inc.