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Crown Crafts Signs Licensing Agreement with ED Ellen DeGeneres

GONZALES, La., Aug. 02, 2017 (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 ED Ellen DeGeneres. Under the agreement, Crown Crafts will market and distribute a new line of infant bedding, blankets, bibs and bath products carrying the ED brand name.

ED is a new lifestyle brand by award-winning entertainer and entrepreneur Ellen DeGeneres that includes a full collection of apparel, footwear, accessories, bedding & bath, decorative home and pet products. Inspired by her iconic style, values and personality, the ED brand collection encourages consumers to embrace and express their own sense of style and individuality through all parts of their lives.

“The ED Ellen DeGeneres lifestyle brand will bring new excitement into the industry, and we look forward to helping expand the brand with a new range of infant bedding, blanket, bib and bath products,” said Nanci Freeman, President and Chief Executive Officer of Crown Crafts Infant Products. “These new offerings will feature beautiful, sophisticated fashions and provide more opportunities for families to celebrate the Ellen DeGeneres personality and style.”

About ED Ellen DeGeneres

ED is Ellen DeGeneres’ American lifestyle brand inspired by her iconic style, values and personality. ED was launched in 2015 as a joint partnership with Ellen DeGeneres and Christopher Burch, CEO of Burch Creative Capital. With a passion for interior design, architecture and fashion, Ellen brings her unique vision to this beautifully designed, high-quality collection of women’s apparel, footwear, accessories, pet products as well as home furnishings and decor. The lifestyle brand is real, accessible and every product feels like a personal connection between Ellen and the consumers around the world. EDbyEllen.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 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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