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# **Crown Crafts Infant Products Signs Licensing Deal With Warner Bros. Consumer Products for the Baby Looney Tunes Brand**

COMPTON, Calif., June 4, 2008 (PRIME NEWSWIRE) -- Crown Crafts Infant Products, Inc. (the "Company"), a wholly-owned subsidiary of Crown Crafts, Inc. (Nasdaq:CRWS), announced today that it has formalized a licensing agreement with Warner Bros. Consumer Products for its Baby Looney Tunes brand. This new arrangement will enhance the Company's ability to provide consumers with recognizable and popular brands for its infant and toddler products.

As a Baby Looney Tunes licensee, the Company becomes a partner in an on-going licensed retail program. The Company will offer a complete line of infant and toddler bedding, blankets, room decor, bibs and bath products. The Company anticipates its line of infant bedding, blankets and room decor will be available at retail stores nationwide in June 2008.

"We are pleased to partner once again with Warner Bros and be a Baby Looney Tunes licensee," said Nanci Freeman, President and CEO of the Company. "Today's moms and caregivers strongly identify with the Baby Looney Tunes characters such as Baby Bugs, Baby Taz, and Baby Tweety and their unique personalities."

About Crown Crafts, Inc.

Crown Crafts, Inc. designs, markets and distributes infant and juvenile consumer products, including bedding, blankets, bibs, bath items and accessories. Its operating subsidiaries include Hamco, Inc. and Crown Crafts Infant Products, Inc. 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.

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

BABY LOONEY TUNES and all related characters and elements are trademarks of Warner Bros. Entertainment, Inc. (s08).

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Warner Bros. Consumer Products

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