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Crown Crafts Infant Products, Inc. Appoints Tracie Schor to Vice President of Marketing

COMPTON, Calif., July 2, 2009 (GLOBE NEWSWIRE) -- Crown Crafts Infant Products, Inc. (the "Company"), a wholly-owned subsidiary of Crown Crafts, Inc. (Nasdaq:CRWS), today announced the promotion of Tracie Schor, formerly Director of Marketing, to Vice President of Marketing.

In her new position, Tracie will continue to play key roles in product development, merchandising, building new partner relationships and enhancing relationships with current merchandising and channel partners. Tracie will continue to build Crown Crafts Infant Products' house brands, including NoJo & Kimberly Grant. She will also play a critical role in developing new channels for existing and future products, domestically and internationally.

Prior to joining the Company in July 2008, Tracie worked extensively in the apparel industry, most recently having served as the Director of Sales for CoCaLo, Inc., a manufacturer of infant bedding. Tracie earned an Associate of Arts degree in Fashion Merchandising / Marketing from Brooks College in Long Beach, California. She will continue to report to Nanci Freeman, the Company's President and Chief Executive Officer.

"Tracie has become a key contributor to our Company," commented Ms. Freeman. "She will continue to be heavily involved in all aspects of the business, including merchandising and new product development. In her new position, Tracie will apply her expertise to new products, channels, merchandising opportunities and geography as we begin to move beyond North America for sales and marketing opportunities for the company," Ms. Freeman continued.

"Tracie's extensive experience in sales, merchandising and product development prior to joining us has been the basis for her success at Crown Crafts Infant Products," commented E. Randall Chestnut, Chairman, President and Chief Executive Officer of Crown Crafts, Inc.

About Crown Crafts Infant Products, Inc.

Crown Crafts Infant Products, Inc., a wholly-owned subsidiary of Crown Crafts, Inc., designs, markets and distributes infant and toddler consumer products, including bedding, blankets and other nursery accessories. Its sister operating subsidiary is Hamco, Inc. in Louisiana, which designs, markets and distributes bibs, bath items and other accessories. Crown Crafts is America's largest producer of infant bedding and infant bibs and bath items. The Company's products include licensed collections as well as exclusive private label programs for certain customers.

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