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Crown Crafts Opens Representative Office in China

GONZALES, La., March 27, 2008 (PRIME NEWSWIRE) -- Crown Crafts, Inc. (Nasdaq:CRWS) (the "Company") announced today that it has opened a Foreign Representative Office in China.

The office, located in Shanghai, will house a staff of eight who will be responsible for the coordination of purchases and shipments, seeking out new vendors and inspections for social compliance and quality.

The office will be managed by Ms. Christine Chen, who has over 17 years of experience in fabric sourcing, production management, quality control, and office management. She is a native of Taiwan and was previously the Chief Representative for Jones Apparel Group in Shanghai for five years.

"As the Company's purchases have increased, we recognized the need to have a presence in China," said E. Randall Chestnut, Chairman, President and Chief Executive Officer of the Company. "We were very fortunate to hire an individual with Christine's experience and qualifications."

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. in Louisiana and Crown Crafts Infant Products, Inc. in California. 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.

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