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FremantleMedia Enterprises Partners With Hamco for 'American Idol' Infantwear Line

GONZALES, La., Sept. 19, 2008 (GLOBE NEWSWIRE) -- FremantleMedia Enterprises (FMNA), the brand extension arm of FremantleMedia, has entered into a licensing partnership with Hamco, Inc., a wholly-owned subsidiary of Crown Crafts, Inc. (Nasdaq:CRWS), to develop a line of bibs, bath products and layettes utilizing the iconic catchphrases from AMERICAN IDOL. The announcement was made today by E. Randall Chestnut, Chairman, President and Chief Executive Officer for Hamco, who anticipates that these products will be available to retailers for Spring 2009.

"We are excited to partner with FremantleMedia to provide products under the 'American Idol' brand, which is recognizable across generations," said E. Randall Chestnut, Chairman, President and Chief Executive Officer, Hamco. "We believe our products will appeal to our target consumer -- the expectant or new mother."

"This is will be our first entry into the infant/toddler category," said Nora Wong, Senior Manager, Consumer Products for FME, North America. "We're thrilled to be partnering with a top-tier company such as Hamco on the 'American Idol' brand."

About FremantleMedia Enterprises & FremantleMedia

FremantleMedia Enterprises is the brand extension arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment. It is a division of FremantleMedia, one of the largest international creators and producers of entertainment brands in the world with leading prime time drama, serial drama, entertainment and factual entertainment programming in over 40 countries worldwide. FremantleMedia is a subsidiary of RTL Group, Europe's largest television and radio broadcast company, which is 90% owned by Bertelsmann AG, an integrated media and entertainment company that commands leading positions in the world's media markets. For further information, visit <http://www.fremantlemedia.com>.

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 American Idol

AMERICAN IDOL is created and executive-produced by Simon Fuller, founder of 19 Entertainment; and executive-produced by Cecile Frot-Coutaz, CEO, FremantleMedia North

America; and Ken Warwick, Executive Producer, FremantleMedia North America.

CONTACT: Crown Crafts, Inc.
Investor Relations Department
(225) 647-9146

Halliburton Investor Relations
(972) 458-8000