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Crown Crafts Announces Licensing Deal for New Line of Little Me® Products

LOS ANGELES, Aug. 6, 2012 /PRNewswire/ -- Crown Crafts Infant Products, Inc., a wholly-owned subsidiary of Crown Crafts, Inc. (NASDAQ-CM: CRWS), today announced that it has entered into a licensing agreement with Mamiye Brothers to create a new line of Little Me® infant products, including bedding, blankets and room decor accessories, as well as select bath products.

The Little Me apparel brand caters to the style-conscious consumer who is looking for baby clothing that is classically timeless and allows babies to be dressed like babies. The apparel line is sold nationally in department stores such as Nordstrom, Lord and Taylor, Bloomingdales, buybuy Baby, and Belk's, as well as additional independent specialty stores. Crown Crafts' new line of products, which will be distributed through its subsidiaries Crown Crafts Infant Products and Hamco, is expected to be available in the spring of 2013.

"We are excited to expand our Little Me® brand into bedding merchandise for the nursery through this licensing agreement with Crown Crafts Infant Products," said Jeff Glick, President of the Little Me Division at Mamiye Brothers. "Crown Crafts is the perfect addition to help us serve the broader needs of our customers as we continue to expand our brand into various categories of infant merchandise."

Crown Crafts joins Little Me's current licensees for footwear, socks, infant accessories and infant plush toys.

"Little Me® and Crown Crafts Infant Products share a common belief in celebrating the joy and innocence of babyhood," said Nanci Freeman, president and chief executive officer of Crown Crafts Infant Products. "We are honored to partner with this renowned industry leader to help expand this iconic brand."

"Being selected to help create this new line of Little Me® products speaks volumes to the strength of our design and product development teams," said E. Randall Chestnut, chairman and chief executive officer of Crown Crafts, Inc. "We look forward to building something special with Little Me®, and expanding our offerings to serve the department store channel."

About Mamiye Brothers, Inc.

Privately held Mamiye Brothers is the home of Little Me, North America's premier newborn and infant clothing brand. Founded in 1970, Little Me is the arbiter of stylish, fashionable and child appropriate baby clothing. The brand is well known and trusted for its emphasis on delivering quality, value, safety and comfort. Little Me offers a full range of apparel in layette, playwear and sleepwear in both newborn and infant sizes. Little Me has a strong heritage of making products that celebrate the joy, innocence and unbridled fun of babyhood. The brand appeals to those customers who enjoy seeing their babies dress like babies for as long as possible.

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. The Company's products include licensed collections as well as exclusive private label programs for certain of its customers. The Company's website is <http://www.nojo.com/>.

About Crown Crafts, Inc.

Crown Crafts, Inc. designs, markets and distributes infant, toddler and juvenile consumer products, including crib and toddler bedding and blankets; nursery and bath accessories; reusable and disposable bibs and floor mats; burp cloths; room decor; and disposable placemats, toilet seat covers and changing mats. The Company's operating subsidiaries include 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 latest news about Crown Crafts can be found at www.crowncrafts.com.

Contact:

Tracie Schor
Crown Crafts Infant Products, Inc.
(562) 295-1983
tschor@crowncrafts.com

SOURCE Crown Crafts, Inc.