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Crown Crafts Announces Licensing Agreement with Jonathan Adler to Create Happy Chic by Jonathan Adler Infant and Toddler Collection

GONZALES, La., Sept. 30, 2013 /PRNewswire/ -- Crown Crafts, Inc. (NASDAQ-CM: CRWS) and its Crown Crafts Infant Products subsidiary today announced a new licensing agreement with Jonathan Adler Enterprises to create a Happy Chic by Jonathan Adler infant and toddler collection. The Happy Chic by Jonathan Adler brand fuses colorful patterns, great designs, and current trends into a glamorous collection that'll make you smile.

Product categories under the agreement will include infant and toddler bedding, blankets, room decor, bib and bath, and disposable items sold under the Happy Chic by Jonathan Adler name. Crown Crafts will introduce the new product line at The ABC Kids Expo, October 15-18, 2013, in Las Vegas, Nevada, with market launch expected in the spring of 2014.

"We are thrilled to add Happy Chic by Jonathan Adler to our strong base of licensing partnerships as we continue to expand a product portfolio that includes some of the most innovative and popular names in the marketplace today," said Crown Crafts Chairman, President and Chief Executive Officer E. Randall Chestnut. "We look forward to working together to grow this new product line."

"The Happy Chic by Jonathan Adler designs fit right in with our goal to deliver trend-forward infant and toddler bedding, blankets and accessories designed for today's mom," said Nanci Freeman, President and Chief Executive Officer of Crown Crafts Infant Products. "This new partnership strengthens our offering of consistent, reliable and fashionable products that the market has come to expect from Crown Crafts."

"My goal is for every baby to grow up in a happy chic environment, and Crown Crafts is my dream partner to create the Happy Chic by Jonathan Alder infant and toddler collection. Life should always be chic, happy, and colorful," said Jonathan Adler.

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 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. The latest news about Crown Crafts can be found at

www.crowncrafts.com.

About Jonathan Adler

Jonathan Adler has more than 25 stores worldwide, a thriving e-commerce site, and a wholesale business boasting over 1,000 locations globally. His roots as an artist and sculptor continue to influence his brand of home accessories, which includes decorative objects, tabletop collections, bedding, bath accessories, candles, furniture, rugs, pillows, lighting and more. Adler ventured into reality TV in 2007 as the lead judge on Top Design and is the author of the Happy Chic book series. He lives in New York City with his partner, Barneys Creative Ambassador at Large Simon Doonan, and their Norwich Terrier Liberace.

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