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Crown Crafts Announces Licensing Agreement With Carter's, Inc. for Infant Bedding

GONZALES, La., July 28, 2014 /PRNewswire/ -- Crown Crafts Infant Products, Inc., a wholly owned subsidiary of Crown Crafts, Inc. (NASDAQ-CM: CRWS), announced today that it has expanded its licensing agreement with Carter's, Inc. (NYSE: CRI) to offer infant bed sets and decor. The agreement is in addition to an existing *Carter's* brand licensing agreement for toddler bedding products.

"This is part of our ongoing effort to strategically expand our offerings of popular, high-quality brands and licensed products in the infant and toddler bedding market," said E. Randall Chestnut, Chairman, President and Chief Executive Officer. "We have successfully partnered with Carter's for more than two years in toddler bedding, and we are thrilled to now add *Carter's* branded infant coordinated collections to our offerings."

"We recognize the strong reputation the *Carter's* brand enjoys among consumers for a wide range of products for infants and toddlers," said Nanci Freeman, President and Chief Executive Officer of Crown Crafts Infant Products. "Crown Crafts has a commitment to providing great quality and creative designs across all of our products."

"Our initial agreement with Crown Crafts helped *Carter's* expand its reach into toddler bedding products for the first time," said Kim Northup, Vice President Domestic Licensing of Carter's, Inc. "This latest licensing arrangement is a natural progression of our relationship as we work together to satisfy the needs of growing families."

About Carter's, Inc.

Carter's, Inc. is the largest branded marketer in the United States of apparel and related products exclusively for babies and young children. The Company owns the *Carter's* and *OshKosh B'gosh* brands, two of the most recognized brands in the marketplace. These brands are sold in leading department stores, national chains, and specialty retailers domestically and internationally. They are also sold through more than 800 Company-operated stores in the United States and Canada and on-line at www.carters.com and www.oshkoshbgosh.com. The Company's *Just One You*, *Precious Firsts*, and *Genuine Kids* brands are available at Target, and its *Child of Mine* brand is available at Walmart. Carter's is headquartered in Atlanta, Georgia. Additional information may be found at www.carters.com.

About Crown Crafts, Inc.

Crown Crafts, Inc. designs, markets and distributes infant, toddler and juvenile consumer products, including crib and toddler bedding; blankets; nursery accessories; room decor; burp cloths; bathing accessories; reusable and disposable bibs; and disposable placemats,

floor mats, toilet seat covers and changing mats. The Company's operating subsidiaries consist of 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 Company's website is www.crowncrafts.com.

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