



For Immediate Release

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Crown Crafts Infant Products, Inc. Re-Launches its Website

Online Presence Expanded on Facebook and Twitter

(Compton, CA) June 17, 2010– Crown Crafts Infant Products, Inc., (the “Company”, a wholly-owned subsidiary of Crown Crafts, Inc.) (NASDAQ-CM:CRWS) announced today that it has re-launched its website at a new address, www.nojo.com. The site refresh, which features the Company’s NoJo branded products as well as its licensed collections, includes a new site design, and enhanced information focusing on the Company’s products. The Company’s NoJo brand recognition along with its penetration in the market has grown over the past five years. The website enhancement includes simplified navigation, detailed product information and guidance for decorating a nursery, all demonstrating the company's commitment to consumer satisfaction.

The Company is also reaching out directly to moms and moms-to-be via social media. Research from Babycenter conducted with NovaQuant on 21st Century Moms shows that approximately 80% of moms are engaged in social media activities on a regular basis. These moms frequently share experiences and information, and say other people’s opinions influence their purchases. According to a Retail Advertising and Marketing Association (RAMA) survey, conducted by BIGresearch, nine out of 10 mothers regularly or occasionally seek the advice of others before buying a service or product. Additionally, 97.2% said they give advice to others about those products or services they purchased.

In order to become actively and directly connected with these moms and moms-to-be, the Company is expanding its online presence with the launch of a NoJo page on Facebook located at www.facebook.com/#!/pages/NoJo/111516952209329 and has activated Twitter @nojobedding (www.twitter.com/nojobedding). The Company will utilize these mediums to not only promote its products, but also to engage in discussions, exchanges and interactive conversations with its consumers.

“We are very excited to reach moms through social media, allowing us to create real-time interactive conversations,” said Nanci Freeman, President of Crown Crafts Infant Products.

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. Its sister operating subsidiary is Hamco, Inc. in Louisiana, which designs, markets and distributes bibs, bath items and other accessories. Crown Crafts is America's largest producer of infant bedding and infant bibs and bath items. The Company's products include licensed collections as well as exclusive private label programs for certain customers.

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