



*Crown Crafts, Inc.*

**For Immediate Distribution**

**September 20, 2011**

**CROWN CRAFTS INFANT PRODUCTS TO UNVEIL INNOVATIVE CRIB LINER  
AT NINTH ANNUAL ABC KIDS EXPO**

*Provides parents and caregivers with unique functionality and attractive designs for cribs,  
cradles and portable cribs*

Compton, California – Crown Crafts Infant Products, Inc. (the “Company”), a wholly-owned subsidiary of Crown Crafts, Inc. (NASDAQ-CM: CRWS), announced today that it will unveil a new, innovative crib liner at the ninth annual ABC Kids Expo to be held in Louisville, Kentucky, on September 23-26, 2011.

The new crib liner offers parents and caregivers a unique bedding solution for cribs, cradles and portable cribs. Benefits include:

- Protects infants’ arms and legs from getting caught between the slats of the crib.
- Prevents infants from dropping pacifiers or other items out of the crib.
- Mesh design helps keep sleeping areas cool and comfortable.
- Fashion colors and fabrics to go with the Company’s large selection of bedding coordinates.
- Patent pending (utility).

“As consumers have come to expect from Crown Crafts, we are pleased to provide yet another innovative solution to enhance the sleeping experience of their littlest loved ones,” said Nanci Freeman, President and Chief Executive Officer of the Company. “In addition to its superb functionality, the crib liner will come in attractive designs to match our wide range of nursery collections, including our popular house brands and licensed products. As a result, the response from our customers already has been very strong.”

“We expect the crib liner to be another strong contributor to our healthy organic growth engine,” said E. Randall Chestnut, Chairman, President and Chief Executive Officer of Crown Crafts, Inc. “New product development – along with additional, opportunistic acquisitions – will continue to be a critical component of our growth strategy going forward.”

### **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. The Company's products include licensed collections as well as exclusive private label programs for certain of its customers. The Company's website is [www.nojo.com](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 décor; and disposable placemats, toilet seat covers and changing mats through its operating subsidiaries Hamco, Inc. in Louisiana and Crown Crafts Infant Products, Inc. in California. Crown Crafts is America's largest producer of infant bedding, bibs and bath items. The Company's website is [www.crowncrafts.com](http://www.crowncrafts.com).

### ***Forward-Looking Statements***

*The foregoing contains forward-looking statements within the meaning of the Securities Act of 1933, the Securities Exchange Act of 1934 and the Private Securities Litigation Reform Act of 1995. Such statements are based upon management's current expectations, projections, estimates and assumptions. Words such as "expects," "believes," "anticipates" and variations of such words and similar expressions identify such forward-looking statements. Forward-looking statements involve known and unknown risks and uncertainties that may cause future results to differ materially from those suggested by the forward-looking statements. These risks include, among others, general economic conditions, including changes in interest rates, in the overall level of consumer spending and in the price of oil, cotton and other raw materials used in the Company's products, changing competition, changes in the retail environment, the level and pricing of future orders from the Company's customers, the extent to which the Company's business is concentrated in a small number of customers, the Company's dependence upon third-party suppliers, including some located in foreign countries, customer acceptance of both new designs and newly-introduced product lines, actions of competitors that may impact the Company's business, disruptions to transportation systems or shipping lanes used by the Company or its suppliers, and the Company's dependence upon licenses from third parties. Reference is also made to the Company's periodic filings with the Securities and Exchange Commission for additional factors that may impact the Company's results of operations and financial condition. The Company does not undertake to update the forward-looking statements contained herein to conform to actual results or changes in our expectations, whether as a result of new information, future events or otherwise.*

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Or visit Booth #5311 at the Ninth Annual ABC Kids Expo