

Crown Crafts Infant Products Expands Product Line with the Introduction of okiedog® Diaper Bags and Stroller Accessories

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Fashion and Function in Perfect Harmony for Every Occasion

Compton, CA – Crown Crafts Infant Products, Inc. ("the Company"), a wholly-owned subsidiary of Crown Crafts, Inc. (NASDAQ-CM: CRWS), announced today that it has become the exclusive distributor of okiedog® diaper bags and stroller accessories for North America. The new product line will further the Company's ongoing strategic initiative to expand and diversify its product line and consumer appeal.

"Moms today want diaper bags that are fashionable and stylish while providing the functionality needed for their busy, multi-tasking lives," said Nanci Freeman, President and Chief Executive Officer of Crown Crafts Infant Products. "okiedog bags and accessories perfectly fit these requirements allowing us to further meet the expectations of parents and caregivers, our consumers."

okiedog's range of bags and accessories are developed with a fun loving spirit of innovation that reflects a user focused design philosophy. okiedog offers a wide variety of designs and bag styles from tote and messenger bags, to backpack and travel bags, to make families' lives more fun and more convenient in a truly original way. Unique product features and attention to detail set okiedog apart from the pack. okiedog products, which retail for \$79.99 to \$189.99, will be available online and at specialty retailers in the US and Canada in March 2011.

Commenting on this new product launch, Tim Kremer CEO of okiedog, said, "We are very excited to expand our distribution beyond Europe and Asia to North America as we think our product range is ideally suited for this market. Partnering with an industry leader such as Crown Crafts Infant Products complements the strengths of both parties and we look forward to establishing okiedog as a leading brand in North America."

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 & branded collections as well as exclusive private label programs for certain customers. The Company's website is 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. The Company's operating subsidiaries include 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 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.

About okiedog

okiedog, founded in 2006, has offices in Germany and Hong Kong. okiedog designs, markets and distributes ride-on toys, diaper bags and stroller accessories under the brands okiedog, freckles, Clipix and fropper in over 20 countries.

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