



**For Immediate Release**

**September 1, 2010**

**CROWN CRAFTS INFANT PRODUCTS  
ENTERS PARTNERSHIP WITH PROJECT NURSERY**

*Program Kicks Off with a “Design with Style” Event at Babies“R”Us Stores Nationwide*

**Compton, California** – Crown Crafts Infant Products, Inc., a wholly-owned subsidiary of Crown Crafts, Inc. (NASDAQ-CM: CRWS), announced today that it has launched a partnership with [ProjectNursery.com](http://ProjectNursery.com) to enhance the consumer experience for new and expectant parents who purchase Crown Crafts’ NoJo brand of nursery bedding products. Project Nursery began as a blog dedicated to nursery design, founded and edited by Melisa Fluhr and Pam Ginocchio, two moms who are also design enthusiasts, and has since grown into a vast online forum for lifestyle ideas, tips and information for the whole family.

“This partnership is just one of the ways we’re enhancing our social media presence to reach the increasing number of moms and families who are embracing websites like [ProjectNursery.com](http://ProjectNursery.com) to conduct product research, exchange ideas with peers and more,” said Nanci Freeman, President of Crown Crafts Infant Products, Inc. “The tie-in with Project Nursery will provide consumers with a wealth of ideas and practical advice on how to make the most of NoJo products, taking advantage of the broad expertise and incredible visions that Fluhr and Ginocchio have to share.”

“The best way to market to moms today is by marketing *with* moms,” Fluhr said. “Research shows that moms are now more empowered than ever. They want to partner with companies they believe in and help spread the word about products they enjoy. [ProjectNursery.com](http://ProjectNursery.com) encourages parents to share those recommendations.”

To kick off this exciting joint venture, Babies“R”Us stores nationwide will host a “Design with Style” event on September 18, 2010, sponsored by the NoJo brand and developed with Project Nursery co-founders Fluhr and Ginocchio. During the in-store event, attendees will have the opportunity to participate in an interactive seminar, where they’ll receive helpful tips and creative ideas for decorating a baby’s nursery, as well as a preview of the latest NoJo bedding line and a comprehensive room design brochure. Additionally, Fluhr will make a special appearance at the Babies“R”Us store in Tustin, California for the day’s event.

“Social networks create a word-of-mouth buzz that is unmatched by any other marketing channel,” Ginocchio said. “We are proud to form this alliance with Crown Crafts and participate in projects like the “Design with Style” events at Babies“R”Us stores to provide even more moms with valuable education on modern nursery design.”

Please visit [Babiesrus.com](http://Babiesrus.com) to find the nearest Babies“R”Us store and the time of its “Design with Style” event on September 18, 2010.

### **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).

### **About Project Nursery**

Founded in 2008 by moms and design enthusiasts Melisa Fluhr and Pamela Ginocchio, [ProjectNursery.com](http://ProjectNursery.com) is an online community dedicated to child-friendly design. Comprised of a blog featuring expert decorating and design advice, a user-generated photo gallery, and product recommendations, the website is a destination for parents who are seeking inspiration and practical guidance for the home, special events and more.

For more information, contact:

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