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Crown Crafts Infant Products Names Andrea McCook Vice President of Design

GONZALES, La., Nov. 30, 2015 (GLOBE NEWSWIRE) -- Crown Crafts Infant Products, Inc., a subsidiary of Crown Crafts, Inc. (NASDAQ:CRWS) and a leading producer of infant and toddler bedding, blankets and accessories, has named Andrea McCook as its new Vice President of Design. She will be responsible for all aspects of design and will report to Nanci Freeman, President and Chief Executive Officer of Crown Crafts Infant Products, Inc.

“The addition of Andrea to our highly talented team will help us take our design direction to the next level to serve the millennial mom,” Freeman said. “Andrea has demonstrated exceptional creativity, fashion-forward thinking and management ability throughout her career. She has great taste in style and color and is a trend leader. We look forward to her contributions as we continue to develop innovative new designs and products.”

“We are excited to bring Andrea aboard to lead our design team and further strengthen the position of our Company,” said E. Randall Chestnut, Chairman, President and Chief Executive Officer of Crown Crafts, Inc. “We believe our creative team is one of our key strengths, providing us with the flexibility and opportunity to bring new products to the market that are in line with the changing preferences and needs of today’s young families.”

McCook has more than 15 years of experience in the design and marketing of apparel and accessories. She has extensive knowledge of trims, fabrics and treatments, along with expertise in trend forecasting, creative direction and product development. Most recently, she was a design director for Planet Blue/Blue Life, based in Santa Monica, California. She previously held creative positions at various apparel companies. She received an Associate of Arts degree in fashion design from the Fashion Institute of Design and Merchandising.

McCook’s responsibilities at Crown Crafts will include introducing new ideas and concepts for current market expansion; shopping the market and communicating trends to major customers; developing new product and line revisions; and supervising product design.

“I feel my taste level and skill set will help drive new business for Crown Crafts and ensure that the Company continues its leadership in the market,” McCook said. “Being innovative, while keeping the customer at the highest level of priority, is the key. I am excited to have the opportunity to join this outstanding team.”

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 décor; 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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