



## Carter's and Pajama Program Launch Holiday Campaign

October 30, 2018

*In-Store and Online Campaign Delivers Pajamas to Children in Local Communities*

ATLANTA--(BUSINESS WIRE)--Oct. 30, 2018-- Carter's, Inc. (NYSE: CRI), the largest branded marketer in North America of apparel exclusively for babies and young children, today launches its annual in-store and online campaign in support of Pajama Program, a national nonprofit organization that promotes and helps to provide a comforting bedtime routine for children in need. Celebrating its ninth year of partnership with Pajama Program, Carter's and its customers have cumulatively donated more than 1.2 million pajamas and \$7 million in additional monetary contributions.

Through January 6, 2019, Carter's customers can help deliver loving good nights to children in their community by donating a new pair of pajamas in Carter's stores or online at [carters.com](http://carters.com). For every Carter's pajama purchase, Carter's will match customer donations up to 100,000 pajamas. Known for America's favorite jammies, Carter's offers the largest assortment of children's pajamas in the world. Carter's selection of pajamas includes 1-, 2-, 3-, and 4-piece styles plus gown options in sizes newborn to 14, providing a perfect pair of PJs for dreamers of all ages.

"Carter's is committed to serving the needs of families and children everywhere and knows firsthand how special a new pair of pajamas is, especially during this holiday season," said Michael D. Casey, Chairman and Chief Executive Officer. "Through our continued partnership with Pajama Program and our customers' generosity, we have positively impacted the lives of millions of children around the country by providing a warm and comfy pair of PJs to enjoy at bedtime."

"Pajama Program delivers good nights with a goal of providing good days for all children everywhere. We are incredibly thankful to Carter's for their dedication and support for Pajama Program, helping to provide thousands of children with a peaceful sleep," said Genevieve Piturro, founder of Pajama Program.

To learn more about Carter's and Pajama Program, or to donate, please visit [carters.com/carters-pajamas](http://carters.com/carters-pajamas) and follow on [Facebook](https://www.facebook.com/Carters) (Facebook.com/Carters), ([Facebook.com/PajamaProgram](https://www.facebook.com/PajamaProgram)), [@Carters](https://twitter.com/Carters) (@PajamaProgram), [@Carters](https://www.instagram.com/Carters), (@PajamaProgram) and [YouTube](https://www.youtube.com/Carters) (Carter's). #lovecarters, #goodnightsaregooddays

### **About Carter's, Inc.**

Carter's, Inc. is the largest branded marketer in North America of apparel exclusively for babies and young children. The Company owns the *Carter's* and *OshKosh B'gosh* brands, two of the most recognized brands in the marketplace. These brands are sold in leading department stores, national chains, and specialty retailers domestically and internationally. They are also sold through more than 1,000 Company-operated stores in the United States, Canada, and Mexico and online at [www.carters.com](http://www.carters.com), [www.oshkosh.com](http://www.oshkosh.com), and [www.cartersoshkosh.ca](http://www.cartersoshkosh.ca). The Company's *Just One You* and *Genuine Kids* brands are available at Target, its *Child of Mine* brand is available at Walmart, and its *Simple Joys* brand is available on Amazon. The Company also owns *Skip Hop*, a global lifestyle brand for families with young children. Carter's is headquartered in Atlanta, Georgia. Additional information may be found at [www.carters.com](http://www.carters.com).

### **About Pajama Program**

Pajama Program, a national 501(c)(3) nonprofit organization, promotes and supports a comforting bedtime routine for children affected by instability to help them thrive. Pajama Program was founded in 2001 and has delivered 6 million good nights for good days. We connect with over 4,000 community-based organizations across the country that serve children from birth through 18 years. Our vision is good nights for good days for all children everywhere. [pajamaprogram.org](http://pajamaprogram.org)

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