



Carter's Launches New Collection for Premature Babies

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America's #1 Baby and Children's Brand Reinforces Commitment to Premie Parents, Expands Offerings Ahead of World Prematurity Day

ATLANTA--(BUSINESS WIRE)--Nov. 8, 2018-- Carter's, Inc. (NYSE: CRI), the largest branded marketer in North America of apparel exclusively for babies and young children, announced a new preemie collection designed for babies under five pounds. One in ten babies is born too early in the United States, and November 17, 2018 will be recognized around the world as the eighth annual World Prematurity Day to raise awareness and attention for premature births.

Carter's has always been a trusted resource for parents, offering an extensive preemie product offering with over 70 styles this fall. The new collection builds on Carter's commitment to the preemie community, providing a smaller size with new features designed for premature babies.

Inspired by feedback from the neonatal intensive care staff at Northside Hospital in Atlanta, the largest provider of maternity and newborn services in the United States, the Carter's design team incorporated special details for children in intensive care. The new collection includes features like plastic snaps for x-rays and easy access closures at the arms. Acknowledging the momentous milestones and loved ones in a preemie's life, certain bodysuits feature heartwarming phrases including "NICU Graduate" and "My Super Heroes Wear Scrubs."

"As the leader in children's apparel, Carter's is a brand that generations of families have trusted for their children's clothing," said Michael D. Casey, Chairman and Chief Executive Officer. "The launch of our new preemie product offering demonstrates our commitment to providing parents and every child with the essential products they need in those early years of life."

Preemie sizes can be found in all Carter's retail stores across the country, and the new collection will be carried in select stores and in the preemie shop on carters.com. To learn more about Carter's, please visit carters.com and follow on [Facebook](https://www.facebook.com/Carters) (Facebook.com/Carters), [Twitter](https://twitter.com/Carters) (@Carters), [Instagram](https://www.instagram.com/Carters) (@Carters), and [YouTube](https://www.youtube.com/Carters) (Carter's). #lovecarters.

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, www.oshkosh.com, and 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.

About Northside Hospital

The Northside Hospital health care system is one of Georgia's leading health care providers with more than 150 locations across the state, including three acute care, state-of-the-art hospitals in Atlanta, Cherokee County and Forsyth County. Northside Hospital leads the U.S. in newborn deliveries and is among the state's top providers of cancer care and surgical services. Northside has more than 2,800 physicians and 15,000 employees who serve 3 million patient visits annually across a full range of medical services. Follow @NorthsideHosp on social, and for more information, visit www.northside.com.

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Source: Carter's, Inc.

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