



Carter's Announces Launch of Branded Credit Card

May 23, 2019

The Carter's credit card provides consumers even more opportunities to earn rewards on their favorite children's brands

ATLANTA--(BUSINESS WIRE)--May 23, 2019-- Carter's, Inc. (NYSE: CRI), the largest branded marketer in North America of apparel exclusively for babies and young children, today announced the launch of a new branded credit card program in its retail stores and eCommerce channels, providing its customers even more ways to earn rewards when shopping for their favorite children's apparel brands and related products. The new Carter's credit card is expected to be available in select markets this month and in all U.S. stores and websites later this summer.

The Carter's credit card is an enhancement of the Company's existing Rewarding Moments[®] loyalty program, which has over 12 million active members. Carter's designed its credit card program to provide new rewards for its customers including free shipping on every order, double points and exclusive cardholder-only events.

"We are proud to offer this credit card program in over 800 retail store locations and our websites supporting our world-famous *Carter's*, *OshKosh B'gosh* and *Skip Hop* brands. This new program will strengthen our customer relationships, better serve the needs of families with young children and make shopping with us more rewarding," said Greg Foglesong, Executive Vice President, Retail and Marketing.

Carter's partnered with Alliance Data (NYSE: ADS) to bring its credit card to market. "We are excited to be working with Carter's, whose focus on providing the best value and experience for families with young children has brought them to the forefront of the children's apparel market," said Melisa Miller, president of Alliance Data's card services business. "Our shared data-driven and consumer-centric approach to marketing and customer loyalty will help us drive this program forward."

To learn more about Carter's and its Rewarding Moments[®] program, please visit carters.com.

About Carter's

Carter's, Inc. is the largest branded marketer in North America of apparel and related products 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 *Child of Mine* brand is available at Walmart, its *Just One You* brand is available at Target, 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.

Forward Looking Statements

This press release contains forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 relating to the Company's future performance, including, without limitation, statements with respect to the Company's anticipated financial results, assessments of the Company's performance and financial position, and drivers of the Company's sales and earnings growth. Such statements are based on current expectations only, and are subject to certain risks, uncertainties, and assumptions. Should one or more of these risks or uncertainties materialize or not materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those anticipated, estimated, or projected. Certain of the risks and uncertainties that could cause actual results and performance to differ materially are described in the Company's most recently filed Annual Report on Form 10-K and other reports filed with the Securities and Exchange Commission from time to time under the headings "Risk Factors". Included among the risks and uncertainties that may impact future results are the risks of: financial difficulties for one or more of the Company's major customers, vendors, or licensees, or an overall decrease in consumer spending; our products not being accepted in the marketplace due to quality concerns, changes in consumer preference and fashion trends, or otherwise; losing one or more major customers, vendors, or licensees due to competition, inadequate quality of the Company's products, or otherwise; negative publicity, including as a result of product recalls or otherwise; a failure to protect the Company's intellectual property; a failure to meet regulatory requirements, including those relating to product quality and safety; extreme or unseasonable weather conditions; various types of litigation, including class action litigation brought under various consumer protection, employment, and privacy and information security laws; a breach of the Company's consumer databases, systems, or processes; deflationary pressures on our selling price and increases in production costs; unsuccessful expansion into international markets or failure to successfully manage legal, regulatory, political and economic risks of the Company's existing operations, including unexpected changes in regulatory requirements and maintaining compliance with worldwide anti-bribery laws; disruptions, slow-downs, or strikes in the Company's supply chain, including disruptions resulting from increases in the cost of raw materials or labor, foreign supply sources, the Company's distribution centers, or in-sourcing capabilities; failure to successfully integrate acquired businesses; fluctuations in foreign currency exchange rates; the imposition of new regulations relating to imports, tariffs, duties, or taxes; and an inability to obtain additional financing on favorable terms. The Company does not undertake any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

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Source: Carter's, Inc.

Sean McHugh
Vice President & Treasurer
(678) 791-7615