



Carter's Expands Premie Collection

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Inspired by Parents and NICU Experts, Line Includes Clothing for Babies Under Six Pounds

ATLANTA--(BUSINESS WIRE)--Nov. 14, 2019--

Carter's, Inc. (NYSE: CRI) is expanding its premie line to include even more styles and silhouettes inspired by premie and NICU advocates.

The Carter's Premie Collection 2019: Inspired by Premie Advocates

Since its inception last fall, Carter's premie collection continues to be inspired by NICU experts. This spring, the Company hosted a group of parents, caretakers and supporters of infants who require care in neonatal intensive care units (NICU) to their headquarters in Atlanta, Georgia to gather additional insights on how to best build on their commitment to these families.

What came out of their time together was an expanded collection **made for premies, inspired by their advocates**. In addition to smaller sizes already available, the collection offers even more unique features for infants in the NICU. Updates include:

- Two new NICU-friendly silhouettes, including a long sleeve bodysuit with sleeves that allow for easy access and a new sleeveless bodysuit that enables easy dressing. These silhouettes join the existing collection of bodysuits, sleep & play and sleep gowns with plastic snaps for x-rays and a smaller size for infants under five pounds
- New inspirational slogans voted on by the group: *Early Bird*, *Once Tiny – Forever Strong* and *Little Fighter*
- Styles for every "first holiday" spent in the NICU
- An expanded selection of over 100 styles available in a premie size
- Extended sizes will be available across the collection beginning in January 2020

"Insight from these families and advocates has been instrumental in enhancing the already impactful premie product offering," said Michael D. Casey, Carter's Chairman and Chief Executive Officer. "The new additions build upon our commitment to be with parents from the very beginning, including those who spend their early days in neonatal intensive care units."

World Prematurity Day

On November 17, many will honor the one in ten babies born early through World Prematurity Day. Carter's plans to provide gifts to NICU families and hospitals across the nation. Packages will include items from the Company's premie collection and a unique journal filled with inspirational quotes gathered from Carter's circle of premie advocates.

In addition, Carter's honors these families through an ongoing partnership with March of Dimes, preparing and delivering product gifts to over 60,000 families throughout the year.

Premie sizes can be found in all Carter's retail stores across the country, and the expanded collection will be carried in select stores and on carters.com. To learn more, visit carters.com/premieshop and follow on [Facebook](https://www.facebook.com/Carters) (Facebook.com/Carters), [@Carters](https://twitter.com/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 nearly 1,100 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.

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Source: Carter's, Inc.

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