



Carter's, Inc. Announces Change to a Virtual Meeting Format for 2020 Annual Meeting of Shareholders on May 14, 2020

May 6, 2020

ATLANTA--(BUSINESS WIRE)--May 6, 2020-- To protect the health and safety of its shareholders, employees and other stakeholders during the coronavirus pandemic, Carter's, Inc. (NYSE:CRI) today announced that its 2020 Annual Meeting of Shareholders (the "2020 Annual Meeting") will be conducted through an online virtual meeting, and will no longer include an in-person event. The previously announced date and time of the 2020 Annual Meeting (May 14, 2020, at 8:00 a.m. Eastern Daylight Time), and the business items to be considered at the 2020 Annual Meeting, remain the same. However, shareholders will not be able to attend the meeting in person.

Shareholders of record as of the close of business on March 23, 2020, the record date, are entitled to attend and participate in the 2020 Annual Meeting. To attend and participate in the 2020 Annual Meeting shareholders will need to go to www.virtualshareholdermeeting.com/CRI2020 and, when prompted, enter the 16-digit control number included in their proxy materials. Those without a 16-digit control number may attend the 2020 Annual Meeting as guests.

Whether or not shareholders plan to attend the 2020 Annual Meeting, to ensure that their shares are represented at the 2020 Annual Meeting, shareholders should submit their voting instructions over the internet, by telephone, by completing, signing, dating, and returning their proxy card in the previously provided envelope, or by following the instructions they have received from their broker or other nominee. The proxy card, voting instruction form or notice of internet availability that were previously distributed will not be updated to reflect this change in meeting format and may be used to vote shares in connection with the 2020 Annual Meeting. Shareholders who previously sent in proxies, or voted by telephone or by internet, do not need to take any further action.

Any additional details about the 2020 Annual Meeting will be available at <http://www.carters.com/annuals>.

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 over 1,100 Company-operated stores in the United States, Canada, and Mexico and online at www.carters.com, www.oshkosh.com, www.cartersoshkosh.ca, and www.carters.com.mx. 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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