



Carter's Sponsors First Children's Garden and Windows of Macy's Flower Show with Eric Carle's Artwork

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New York, NY – March 17, 2003 - Carter's, the leading brand for babies and young children, will be featuring its new Eric Carle apparel collection in this year's annual Macy's Flower Show. The artwork of Eric Carle, the award-winning author and artist of children's picture books, will be celebrated throughout the Macy's Flower Show and Macy's windows at Herald Square beginning April 13th and running through April 27th.

"The Very Hungry Caterpillar", Eric Carle's most recognized and beloved book will be featured along ten of the 34th Street windows of the store highlighted by Carter's coordinating apparel, plush toys and accessories, all inspired from this story. The Broadway windows will feature six of Eric Carle's famous books including: "The Very Quiet Cricket", "The Very Lonely Firefly", "The Very Busy Spider", "The Very Clumsy Click Beetle", "The Grouchy Ladybug" and "The Very Hungry Caterpillar". The windows will display a vibrant collection of flowers and plants designed to replicate Eric Carle's bold, colorful collage art style. Over 300,000 varieties of flowering plants and trees will bloom in this year's Flower Show. This vast variety of color and texture will accentuate Eric Carle's captivating and loved art.

Carter's extends its collaboration with Macy's to build the first ever Children's Garden in the children's department on the 7th floor of the store. This is the first time the Macy's Flower Show has included the children's floor in this special annual event. The garden, sponsored by Carter's, extends the theme of "The Very Hungry Caterpillar" throughout the children's floor with a large garden placed at the front of the Carter's shop, which includes a replication of the well-known caterpillar in the center. The garden is designed to create a fun, interactive learning environment for children.

During the Flower Show Carter's will also be sponsoring two special events. On opening day, April 13 from 1pm to 3pm, Eric Carle will be reading and signing books on the 7th floor in the children's department. This will give young children and their parents the opportunity to meet Eric Carle and have their favorite books signed by him. The Eric Carle Museum of Picture Book Art will be hosting a children's creative event on April 26 from 1pm to 3pm, in the same location. This will be a hands-on activity for children where they will have the chance to create their own artwork.

Eric Carle is a master at creating images and stories that children love. Since 1967, Eric Carle has written and/or illustrated more than 70 children's picture books. "The Very Hungry Caterpillar" has been translated into over 30 different languages and more than 20 million copies have been sold worldwide since it was first published in 1969.

Carter's licensed the artwork of Eric Carle to create a new and imaginative collection of clothing. The Eric Carle collection is the third to launch within Carter's Limited Editions Program. Carter's Limited Editions began with the John Lennon "Real Love" collection in 1999. This program has been a great success and has further distinguished Carter's as the leading brand of young children's apparel in the US.

Carter's Eric Carle line features the well known "Very" series of books including, "The Very Hungry Caterpillar", "The Very Busy Spider" as well as the "Brown Bear, Brown Bear" and "The Tiny Seed" as part of the new collection of clothing and accessories for newborns to age six. Fred Rowan, Chairman, President and CEO of Carter's, said, "We are delighted to bring the work of Eric Carle to millions of young children and families with this collection. Eric Carle's books speak to universal themes of hope, love, friendship, belonging and perseverance. We believe that the art along with the stories themselves match the Carter's brand and our core philosophies."

Carter's appearance in the Macy's Flower Show and new Children's Garden highlight the company's commitment to creating an imaginative and innovative partnership. This year marks the twenty-ninth year of the Macy's Flower Show. During the three weeks of the Flower Show, Macy's receives over 4.5 million visitors traveling from around the world to view what is considered to be the world's largest indoor garden. Suzanne Calkins, Vice President of Licensing and Business Development of Carter's said, "We are pleased to be participating in the first ever extension of this successful event into the children's department. Carter's and Macy's have been strong partners for years and the Flower Show and windows are one more way that we have collaborated to bring excitement to the children's world."

Known to millions of mothers and grandmothers, Carter's is the number-one brand for babies and the leading brand for young children through age six. Carter's is the most trusted children's brand and is the first choice of gifts for new mothers. As the favorite brand for young children, Carter's has been known for its creativity and innovation in design.

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