



## **Carter's Collaborates With Eric Carle, Beloved Children's Artist and Author**

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Atlanta, GA. August, 2002 – Carter's, the number-one baby and young children's apparel brand, has licensed the art of Eric Carle, the award-winning author and artist of children's picture books. Since 1967, Eric Carle has written more than 50 children's books and illustrated over 70. His work has been translated into 32 languages with sales of 55 million copies. "The Very Hungry Caterpillar," his most recognized and beloved book, has sold one copy every minute somewhere in the world since it was first published in 1969.

Carter's brand theme is about celebrating childhood and creating innovative and imaginative products for children. The Eric Carle line is part of Carter's successful Limited Editions Program, whereby the company partners with people and concepts from outside the organization to create innovative products for children. Carter's launched the Limited Editions program in 1999 with the use of John Lennon's artwork. The John Lennon program has been very successful with retailers across the country and has further distinguished the Carter's brand as the leading U.S. children's brand.

Fred Rowan, Chairman and CEO of Carter's, said: "We are delighted to bring the work of Eric Carle to thousands of young children and families with this new line. Eric Carle is a master at creating images and stories that children love. His art is bold and colorful and utilizes an identifiable collage technique that we will replicate on our clothing and accessories."

The Eric Carle line will launch for Spring 2003 and will feature his well-known "Very" series of books including, "The Very Hungry Caterpillar", as well as "The Grouchy Ladybug" and "The Tiny Seed" as part of a new line of clothing and accessories for newborns to children age six. Carter's will sub-license its rights to its licensee partners in order to introduce a comprehensive and coordinated program for spring.

"These books speak to the 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," added Rowan.

Eric Carle's large and colorful drawings are easy for young children to read and understand immediately. Bold, simple shapes, white backgrounds and painted tissue paper collage utilizing a wonderful combination of colors and textures are all hallmarks of his work.

Many of his books contain surprise elements that children delight in, including the sounds of the cricket chirping, and the click beetle clicking and also tiny lights of the firefly flashing. "My books invite children to explore with their eyes, their ears, their fingers and their imaginations everything the world has to offer – from caterpillars, clouds and chameleons, to the scientific secrets of color theory and the importance of friendship. Some of my books have holes, cutouts, flaps to lift or a raised, touchable surface. They are half toy and half book. A book that can be touched and felt, a toy that can be read. I am very pleased to be working with Carter's to create new and special products for children," said Eric Carle. Carter's is the first major licensing venture for Eric Carle.

In November 2002, The Eric Carle museum of Picture Book Art will open to the public in Amherst, Massachusetts. Founded by Eric Carle and his wife Barbara and supported in part by friends and fans around the world, the new museum will provide visitors of all ages with the opportunity to explore the beauty, meaning, and value of picture book art and to make connections between visual art and the written word.

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 will sell more than 100 million units in 2002 and is the first choice of gifts for new mothers. As the favorite brand for young children, Carter's has long been known for its creativity and innovation in design.

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