



Carter's, Belk Department Stores and Bag One Arts present John Lennon Art Exhibition

January 18, 2000

MORROW, GA., (January 18, 2000) – Carter's, the number-one brand in children's apparel newborn through age six, and Bag One Arts, Yoko Ono's art marketing and licensing company, are co-sponsoring an art exhibition of 35 drawings by John Lennon at select Belk department stores in North Carolina. The exhibit will kick off in Charlotte and will continue on to Winston-Salem and Raleigh. Tour dates for the exhibitions are as follows: Charlotte - January 28-30; Winston-Salem - February 1-2; Raleigh - February 4-6.

As part of Carter's brand theme, Celebrating Imagination®, the company licensed John Lennon's Real Love artwork for an innovative line of children's clothing, bedding, room décor, toys and accessories. The licensing agreement was entered into with Yoko Ono through Bag One Arts, Inc. The spring 2000 line is currently in department stores and specialty shops nationwide. The Real Love for Children artwork, created by Lennon to visually teach his son, Sean, to read, is part of Lennon's overall series of art, "This is My Story, Both Humble and True," that will be on display.

"I want to keep John's artwork alive," said Yoko Ono. "John's art is so appealing because his work is very substantial. The sense of humor comes across right away, the warmth and love that he had in communicating emotion. All his lines are warm and loving." Yoko added, "Moreover, I think that what he was expressing was about human emotions and love."

"John Lennon's drawings for Sean contain the essence of the imagination Carter's celebrates in young children. We are pleased to partner with Belk department stores and exhibit both Lennon's artwork and Carter's Real Love collection," said Joe Pacifico, president of marketing of Carter's. By incorporating the Real Love for Children artwork into our clothing and accessories, we believe we can share them with parents, grandparents and children."

Animals and sayings are the center of Lennon's Real Love artwork. Pink elephants, purple rhinos, blue elephants, talking monkeys, laughing horses and hooting owls are a creative example of his spirit and are appreciated by both children and adults. These whimsical animals are combined with multicolor buttons and snaps and distinctive embroideries and screen prints to create an innovative collection of layette, sleepwear, playwear, bedding, room décor, plush toys and more.

Gigi Smith, special events and sports marketing coordinator of Belk stores said, "By bringing John Lennon's artwork to the public for the first time in a retail environment with Carter's Real Love collection, families in our local communities can now enjoy these wonderful masterpieces. In addition, they can see how Lennon's artwork translates onto an array of Carter's apparel, accessories and room décor. We are happy to provide our customers with such a unique opportunity to see this amazing exhibit. In addition to the exhibit, visitors will be able to purchase these special limited edition prints."

Known to millions of mothers and grandmothers, Carter's is the number-one brand for children, newborn through age six. Carter's has long been recognized for its creativity and innovation in design and product introductions. Visit Carter's web site at www.carters.com to learn more about Carter's products.

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