



Carter's Announces The Appointment of Jim Petty as President of Retail Stores

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ATLANTA, June 4 /PRNewswire-FirstCall/ -- Carter's, Inc. (NYSE: CRI), the largest branded marketer in the United States of apparel exclusively for babies and young children, today announced the appointment of Jim Petty as its President of Retail Stores. Jim will report to Joe Pacifico, President of Carter's, Inc. In this role, Jim will have responsibility for the Carter's and OshKosh retail stores.

"We are excited to have recruited Jim Petty as our President of Retail Stores after conducting an extensive search for a leading retail executive," said Fred Rowan, Chairman and Chief Executive Officer. "Jim has a proven track record of building strong branded retail businesses, and brings to Carter's leadership skills, strong operating disciplines, and an understanding of children's brands. We are confident Jim will enable us to achieve the potential of our Carter's and OshKosh stores," added Mr. Rowan.

Jim has over twenty years of experience leading branded retail companies, including more than seven years with Limited Too, the largest brand of Tween Brands, where he initially had responsibility for all store operations and ultimately served as President and General Manager. Under Jim's leadership, Limited Too grew from approximately 300 stores to more than 500 stores, and sales grew from approximately \$300 million to over \$500 million.

Prior to his successes at Tween Brands, Jim spent over 13 years with GAP, Inc., where he was Vice President of Store Operations and part of the start up teams for both Banana Republic and Old Navy. Jim's leadership played an important role in growing Old Navy from its initial concept to a \$1 billion retail business.

Carter's, Inc. is the largest branded marketer in the United States of apparel exclusively for babies and young children. The company markets the Carter's and OshKosh B'Gosh brands, two of the most recognized brands in the marketplace. These brands are sold in more than 4,000 department and national chain stores and through more than 376 company-operated stores. The OshKosh B'Gosh brand is also sold in more than 30 countries worldwide. Carter's Child of Mine and Just One Year brands are available at Wal-Mart and Target, respectively. OshKosh B'Gosh's Genuine Kid's brand is sold at Target. Carter's is headquartered in Atlanta, Georgia. Additional information may be found at www.carters.com.

SOURCE Carter's, Inc.

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