

Carter's Announces the Launch of Its [carters.com](http://www.carters.com) and [oshkoshbgosh.com](http://www.oshkoshbgosh.com) eCommerce Websites

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Carter's, Inc. (NYSE:CRI) today announced the launch of its www.carters.com and www.oshkoshbgosh.com eCommerce websites. This launch allows consumers to shop on-line with the Company for its *Carter's* and *OshKosh B'gosh* branded products.

"We're excited to announce the launch of our [carters.com](http://www.carters.com) and [oshkoshbgosh.com](http://www.oshkoshbgosh.com) eCommerce web sites," said Michael D. Casey, Carter's Chairman and Chief Executive Officer. "Entering the on-line channel not only provides us additional opportunities to achieve our long-term growth objectives, but it also provides us an opportunity to develop a closer relationship with our consumers by better understanding and responding to their needs. We believe these insights will help us improve our consumers' experiences with our brands in all channels of distribution."

The [carters.com](http://www.carters.com) and [oshkoshbgosh.com](http://www.oshkoshbgosh.com) eCommerce sites share a common "shopping cart" for convenient, safe, and secure purchases, and have special features, such as the ability to search by size, color, and other product details. The sites also include the ability to create wish lists through which consumers can share desired items with their friends and families.

As a limited-time offer, consumers visiting the sites through April 30, 2010 will receive free shipping on purchases of \$50 or more.

About Carter's, Inc.

Carter's, Inc. is a leading provider of apparel and related products 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 and through more than 400 Company-operated stores and on-line at [carters.com](http://www.carters.com) and [oshkoshbgosh.com](http://www.oshkoshbgosh.com). The Company's *Child of Mine* brand is available at Walmart, and its *Genuine Kids*, *Just One Year*, and *Precious Firsts* brands are available at Target. Carter's is headquartered in Atlanta, Georgia. Additional information may be found at www.carters.com and www.oshkoshbgosh.com.

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