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**FOR IMMEDIATE RELEASE**

**Louisville, Kentucky**

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**THORNTONS OPENS NEWEST STORE**

*New Store Bring Fresh Ideas to the “One-Stop-Shop” Experience*

Thorntons is proud to announce the opening of its newest location at 4900 Brownsboro Road in Louisville, Kentucky on August 17, 2010. With the addition of this location, Thorntons will operate 161 stores throughout Indiana, Kentucky, Illinois, Tennessee and Ohio.

Customers can look forward to a clean and friendly environment with high quality foods, such as fresh sandwiches, salads, fruit and more. The new store features a redesigned look with a greater focus on fresh food, fountain drinks and hot beverages. This includes Thorntons’ innovative roller grill bar design featuring “hot off the grill” items like hot dogs, corndogs, and more. They offer a large variety of ice cold fountain drinks, tasty frozen Icee flavors, mouth-watering smoothies, and the freshest Coffee in town. They have top quality products at grocery store sizes, competitive prices, as well as, 100% Guaranteed fuel. This new location will also feature a touch free carwash.

Many promotions will take place in the first thirty days following the grand opening of the new Brownsboro Road location. Customers can expect free 32 oz. fountain drinks, free 20 oz. coffee, as well as many Buy 1 Get 1 Free specials. Beginning on Saturday, August 21<sup>st</sup>, there will be several door buster giveaways which include free RedBox DVD rental coupons, free 2 liters, Thorntons coffee mugs, and more. The door buster give-aways will take place on every Saturday for 7 weeks.

We are thrilled about the grand openings of our newest store,” said Matt Thornton, Chief Executive Officer of Thorntons. “Our goal is to provide our customers with a unique shopping experience. From our world class Coffee, to our high quality fresh food and value priced snack, beverage and grocery products, we hope to delight our customers with an enjoyable one-stop shopping experience.”

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Thorntons Inc is a leading independent gasoline/convenience chain retailer, marketing throughout the Midwest under the brand name of **THORNTONS**. Thorntons ranks among Forbes magazine’s 500 largest privately held companies, and they are one of Kentucky’s largest privately held company with over \$1.7 billion in annual revenue. James H. Thornton founded Thorntons in 1971 and they are headquartered in Louisville, Kentucky. They operate 161 gasoline/convenience stores, one travel plaza, and eight car washes. They also distribute their petroleum products through their wholly owned Thornton Transportation Company and operate a river bulk storage terminal in Louisville.