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Media Advisory:
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THORNTONS KICKS OFF MARCH MADNESS WITH 'BASKETBALL BRACKET CHALLENGE 2011'

Free-Entry Online Sweepstakes begins this Sunday, March 13

Grand Prize...FREE GAS FOR ONE YEAR

Louisville, KY, March 10, 2011 - Thorntons Inc. announces its first-ever 'Basketball Bracket Challenge' sweepstakes where customers can score big time by winning free gasoline for one year. Sweepstakes players fill in the brackets with their choice for the winning team in each game of the 2011 Men's NCAA Division I College Basketball Tournament. Players earn points with each correct pick and the lucky player with the highest total number of points at the end of the Tournament will be awarded the Grand Prize, a Thorntons gas card filled with \$2,000, good for a year's worth of gasoline.

Registration is now open at <http://www.thorntonsinc.com> and bracket selections can be made starting this Sunday, March 13, at 9 p.m. Sweepstakes players may also pick up a bracket sheet at any Thorntons store location; however, registration must be completed online. Deadline for all selections is 9 a.m. EDT, Tuesday, March 15. For more information on the challenge, visit <http://www.thorntonsinc.com> and simply click through the Bracket Challenge billboard icon on our home page.

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Founded in 1971, Thorntons Inc. is one of the leading independent gasoline and convenience chain retailers in the U.S. With over \$1.7 billion in revenue, Thorntons is one of the largest privately held corporations in the Commonwealth of Kentucky. Headquartered in Louisville, Kentucky, Thorntons operates 163 gasoline and convenience stores, car washes and travel plazas in five states: Kentucky, Illinois, Indiana, Ohio, and Tennessee. Follow Thorntons on Facebook at www.facebook.com/thorntonsinc and Twitter at www.twitter.com/thorntonsinc.