



FOR IMMEDIATE RELEASE:

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Contact: Ms. Kelly Ogburn
Phone: 502.425.8022, x121
Email: kogburn@thorntonsinc.com

INTRODUCING THORNTONS “FREE HOT CHOCOLATE SATURDAYS” FOR KIDS 12 & UNDER

New Weekly Family Tradition Commences this Saturday Morning, February 4

Louisville, KY, February 2, 2012 – Celebrating its commitment as the convenience store dedicated to delighting every single member of your family, Thorntons is excited to introduce a very special offer for kids 12 and under, “Free Hot Chocolate Saturdays”.

From 8:00 a.m. to 12:00 p.m. in all Thorntons locations throughout Kentucky, Illinois, Indiana, Ohio and Tennessee, we will be giving away free small hot chocolate to kids 12 and under each and every Saturday morning beginning this Saturday, February 4.

“Our hot chocolate giveaway brings us back to the days of family outings on Saturday mornings when children would be rewarded with a complimentary ‘treat’ from a local store,” states Matt Thornton, President & CEO of Thorntons Inc. “As the ultimate modern-day neighborhood convenience store, we wanted to begin a new family tradition, for our dedicated customers.”

Thorntons hot chocolate, is a tasty treat for the entire family, but especially for those 12 and under on Saturday mornings! And as with our entire hot beverage selections, those enjoying their hot chocolate can make it even more special at Thorntons Hot Treat center with added flavor offerings, including fresh whipped cream and marshmallows.

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Founded by Kentucky native James H. Thornton in 1971, Thorntons Inc. is one of the leading independent gasoline and convenience chain retailers in the U.S., currently operating throughout the Midwest under the brand name Thorntons. With over \$1.4 billion in revenue, Thorntons is one of largest privately held corporations in the Commonwealth of Kentucky. Headquartered in Louisville, Kentucky, Thorntons operates 165 gasoline and convenience stores, car washes and travel plazas in five states: Kentucky, Illinois, Indiana, Ohio, and Tennessee. Thorntons distributes its petroleum products through its wholly owned Thornton Transportation Company and operates a river bulk storage terminal in Louisville. For more information visit www.thorntonsinc.com and follow us on Facebook at www.facebook.com/thorntonsinc and Twitter at www.twitter.com/thorntonsinc.