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THORNTONS LAUNCHES 'GAS PRICE TEXT ALERTS'

Keeping Customers Informed While Helping Them Save On Gas Prices

Louisville, KY, February 23, 2011 - Thorntons Inc. is known for giving its customers the best deals around, and now the company is helping them get a 'jump on the pump' before fuel prices change. They are giving customers the opportunity to save hundreds of dollars a year on fuel costs, with the launch of a new text messaging program, **Thorntons Gas Price Alerts**.

The Thorntons Gas Price Alerts Program is extremely user-friendly and is adaptable to any mobile device. Once you're signed up, a text message is sent immediately to your mobile device *before* gas prices are about to rise in your market. Gas Price Alert text messages will be sent to participants each and every time Thorntons is notified of a confirmed increase in fuel prices of more than .10 cents per gallon. Thus, giving customers time to visit their local Thorntons to grab a few gallons, fill up the tank, or simply 'top off'.

According to the latest U.S. Consumer Price Index Summary, gasoline prices have risen 13.4% in the past 12 months. Yet with the constant instability of fuel prices, Thorntons is committed more than ever to keeping its customers informed, while saving them dollars every time they visit the Thorntons pump. "Thorntons Gas Price Alerts text messaging program is an exciting addition to our ongoing menu of cost-saving initiatives, and we consistently share this with our customers," states Matt Thornton, President & CEO. "This new feature will inform our customers of relevant information that affects their fuel purchasing decisions, and we will continue to provide the value that Thorntons is known for."

There are three easy ways to sign up for Thorntons Gas Price Alerts:

- Text the words for your area to 313131; see list below (e.g., if you live in Louisville or Southern Indiana, you would text LOUGPA to 313131),
- Visit Thorntons' website at <http://www.thorntonsinc.com/Fuel-Alerts.html>
- Call 1-866-473-0017, press Option 4 and follow the prompts.

Text codes for participating markets are as follows: Lexington KY – LEXGPA, Louisville KY/Southern Indiana – LOUGPA, Indianapolis IN – INDGPA, Terra Haute IN – THIGPA, Evansville IN – EINGPA, Springfield IL – SPRGPA, Peoria IL – PEOGPA, Bloomington IL – BLOGPA, Lincoln IL – LINGPA, Decatur IL – DECGPA, Champaign/Savoy IL – CHAGPA, Streator/Ottawa IL – STRGPA, Chicago IL – CHIGPA, Cincinnati OH – CINGPA, Columbus OH – COLGPA, Tennessee - TENGPA.

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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 the 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. In 2008 Thorntons ranked number 250 among Forbes magazine's 500 largest privately held companies. For more information visit www.thorntonsinc.com and follow us on Facebook at www.facebook.com/thorntonsinc and Twitter at www.twitter.com/thorntonsinc.