



MEDIA ADVISORY

FOR IMMEDIATE RELEASE:

9:00 a.m., Friday, July 22, 2011

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**THORNTONS CELEBRATES 'NATIONAL HOT DOG DAY'
THIS SATURDAY, JULY 23 WITH A FRANKLY FANTASTIC SPECIAL...40¢ HOT DOGS!**
It's a Hot Dog-a-Palooza from 8 a.m. to 4 p.m. at all Participating Thorntons Locations

(Louisville, KY - July 20, 2011) Every dog has its day, including America's favorite summertime snack, the hot dog. Join Thorntons as we salute this quintessential all-American taste treat on its much-deserved day of recognition, 'National Hot Dog Day', with a frankly fantastic 40¢ hot dog special*.

Stop by your friendly neighborhood Thorntons for a couple of delicious dogs and your choice of toppings, all for under a buck. We'll be serving mouth-watering Ball Park® franks at all participating Thorntons locations from 8 a.m. to 4 p.m. and encourage hot dog lovers everywhere to come by and get 'em while they're hot.

"It's summertime, when the fun never ends," enthuses Matt Thornton, CEO and President, Thorntons Inc. "We love our customers and our customers love our fun-filled seasonal promotions such as 'National Hot Dog Day'."

'National Hot Dog Day' was created by the Washington, DC-based National Hot Dog and Sausage Council, a project of the American Meat Institute. From coast to coast this mid-summer hot diggity holiday is celebrated with such popular activities as hot dog eating contests, bun runs, wiener dog races, hot dog cart races and owner-dog look-alike contests.

**Limit two per customer.*

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About Thorntons Inc. 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 163 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 <http://thorntonsinc.com> and follow us on Facebook at <http://facebook.com/thorntonsinc> and Twitter at <http://twitter.com/thorntonsinc>.