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THORNTONS LAUNCHES NEW FUEL SAVINGS PROGRAM
Customers Can Now Save 5¢ Per Gallon with Debit Card + PIN #

Louisville, KY, March 17, 2011 – Thorntons is excited to announce they are launching a new fuel savings program in Lexington, Kentucky where customers can instantly save 5¢ per gallon at the fuel pump. Customers can save 5¢ per gallon when they purchase their fuel with their debit card plus 4-digit PIN #. Customers do not have to sign up or register to receive the discount on their fuel purchases. Also, there is no limit on the number of gallons purchased or how often they can use their debit card; all they need to do is use their debit card and enter their 4 digit pin card number at the fuel pump or when they purchase fuel inside. This new program began on Tuesday, March 15th at all (10) ten Lexington area Thorntons locations.

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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.