



**FOR IMMEDIATE RELEASE:**

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**THORNTONS INC. UNVEILS THE THORNTONS MOBILE PHONE APP**

***Download the Free Mobile App Beginning Today at <http://thorntons1.com/MobileApps.aspx>.***

(Louisville, KY – September 13, 2011) Thorntons is excited to announce the launch of their brand-new proprietary **free** mobile phone app available for iPhone, Android and Blackberry users. The mobile phone app, powered by OpenStore™ by GasBuddy, is free for all Thorntons customers at <http://thorntons1.com/MobileApps.aspx>.

"Thorntons consumers are extremely tech-savvy and more mobile than ever," said Matt Thornton, President & CEO of Thorntons Inc. "The creation of this app will enable them to have Thorntons with them 24/7. Along with the multitude of features our app offers, Thorntons customers will stay fully informed of our daily and weekly promotions, gas price alerts, and be able to manage their FREEquency Rewards card, to name just a few of the options," he noted.

Once the app has been downloaded, customers will be able to stay on top of everything going on with their neighborhood store, as well as the over 160 Thorntons located throughout the Midwest. The app displays locations, in-store promotions, food menus and much more while customers can send feedback, review job postings, and receive time-sensitive electronic mobile coupons. Specific app features include:

- The Thorntons Mobile App GPS  
Find the closest Thorntons stores and get directions from your current location. Find nearby stores based on city and state, or zip code. There is always a Thorntons store close by and the Thorntons Mobile App will quickly and easily guide you there.
- Store Features and Services  
Find a station with a particular fuel type you need (e.g., diesel, e85 or kerosene) or locate the nearest 24-hour Thorntons store. With the Thorntons Mobile App, it couldn't be easier.
- Gas Price Alerts  
Sign up to receive instant gas price alerts *before* prices rise at any Thorntons location via push notifications.
- Promotions Alerts  
Sign up to receive instant alerts about special promotions and deals. With our unsurpassed convenience of locations throughout the Midwest, the Thorntons Mobile App makes it easier than ever to stop by to taste our freshly made sandwiches, wraps, Fabulous Fountain drinks and more.
- FREEquency Rewards  
Add your FREEquency Rewards card to your phone!

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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 \$1.7 billion in revenue, Thorntons is one of largest privately held corporations in the Commonwealth of Kentucky. Headquartered in Louisville, Kentucky, Thorntons operates over 162 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>.