



MEDIA ADVISORY:

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THORNTONS NORTHSIDE VS SOUTHSIDE CUP CHALLENGE

ARE YOU A NORTHSIDER OR A SOUTHSIDER?

Louisville, Ky. May 13, 2011. Thorntons Inc. is excited to announce its NEW *Northside vs. Southside Cup Challenge* beginning on Friday, May 13th at all Chicagoland Thorntons store locations. The *Cup Challenge* coincides with the annual cross-town rivalry baseball game held on July 2nd.

All Chicagoland stores will feature two different 32oz fountain cups that read “*I’m a Northsider*”, or “*I’m a Southsider*”, allowing customers to choose their favorite side. They may also go to www.makeurmix.com to cast their vote for which side they are on, and stores will post the results daily.

Thorntons will also award one lucky customer four tickets to the big game on July 2, 2011, a \$100 Thorntons Gift Card and a \$150 VISA gift card. Customers can enter to win by visiting www.makeurmix.com and voting for their favorite side. The drawing for the tickets will be held on June 24, 2011. For official contest rules go to www.thorntonsinc.com. No purchase necessary to enter.

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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 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 www.thorntonsinc.com and follow us on Facebook at www.facebook.com/thorntonsinc and Twitter at www.twitter.com/thorntonsinc.