



MEDIA ADVISORY:

2 p.m., December 22, 2010

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THORNTONS 'CofFREE DAY' HOLIDAY CELEBRATION

Any Size Coffee, Cappuccino or Hot Chocolate Free on Christmas Eve

Louisville, KY Thorntons Inc. is excited to announce its first-ever 'CofFREE Day Celebration' on Friday, December 24, at all 165 Thorntons locations in Kentucky, Illinois, Indiana, Ohio and Tennessee. From 3:00 p.m. to 12 midnight (Central & Eastern Standard Times) on Christmas Eve, customers may enjoy a complimentary coffee, cappuccino, or hot chocolate.

Thorntons' signature coffee blend is made from handpicked 100% Arabica beans to guarantee a smooth, flavorful taste in every cupful. In addition to our premium coffee, Thorntons' popular cappuccino and hot chocolate are included in this free offer. Customer can mix it up any way they want with a variety of creamers and sweeteners, plus fresh, real whipped cream.

"This is a wonderful opportunity for everyone to enjoy a delicious hot beverage on a very special day," states Matt Thornton, President & CEO. "We are happy to serve our loyal customers the highest quality dispensed beverages in the world, not only on Christmas Eve, but every day throughout the year."

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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 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. For more information visit www.thorntonsinc.com and follow us on Facebook at www.facebook.com/thorntonsinc and Twitter at www.twitter.com/thorntonsinc.