



...MEDIA ADVISORY...

FOR IMMEDIATE RELEASE:

10:00 a.m., Wednesday, September 7, 2011

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CARDS & WILDCATS FANS CONVERGE ON THORNTONS NOW THROUGH MONDAY, SEPTEMBER 12 TO 'BLEED RED' OR 'BLEED BLUE'!

***3 Lucky Fans from Louisville, Lexington and Southern Indiana Will Win Free Tickets
to the Big College Football Match-Up In Lexington on Saturday, September 17***

(Louisville, KY- September 7, 2011) Fall is almost here and we all know what that means...the seasonal rivalry that signals the start of the college sports season for everyone in the Commonwealth (and our friends and neighbors in Southern Indiana) is ready to kick off! That means it's time to show your true fan colors, Cardinals Red or Wildcats Blue, as Thorntons announces the return of its ***Do You Bleed Red or Blue? Fountain Cup Promotion*** at all Louisville, Lexington and Southern Indiana Thorntons locations, in preparation for the first big match-up of the season between the Cards and the Cats college football game on Saturday, September 17.

Now while supplies last, Louisville, Lexington and Southern Indiana Thorntons locations are featuring **All-New Color Changing Fountain Cups**, one featuring the Cardinal logo and "Wild About Blue" for UK, so customers can choose their favorite. Each cup is cold-activated to change colors to either red or blue once ice and a cold liquid are added. Fun to support your favorite team and fun to drink, but that's not all...how about a chance to win two free tickets to the big game at Commonwealth Stadium in Lexington at 7:00 p.m. on Saturday night, September 17?

With each purchase of a Color Burst Fountain Cup, Thorntons customers may then log onto <http://makeurmix.com> to vote on their favorite team's cup, or simply text "RED" or "BLUE" to #313131, to automatically be entered into the contest. One winner from each of the 3 markets, Louisville, Lexington, and Southern Indiana, will be the lucky recipient of a pair of free tickets to the big game when the drawing is held this coming Monday, September 12.

But that's not all...everyone who enters is a winner when voting for their favorite; simply by participating, each entrant will receive a Thorntons coupon sent directly to their email address. For further details and to vote today, visit <http://makeurmix.com>. And, to get you further pumped up and even thirstier for our *Do You Bleed Red or Blue? Fountain Cup Promotion*, check out our newest YouTube video at <http://bit.ly/nB1sPl>.

"RED and "BLUE" FANS...let's get ready to rumble!!

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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 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>.