



MEDIA ADVISORY:

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THORNTONS RED & BLUE COLLEGE BASKETBALL COFFEE CHALLENGE

Do You Bleed Red or Bleed Blue?

Louisville, Ky. December 10, 2010. *Thorntons Inc.* is excited to announce its new *College Basketball Coffee Challenge* beginning this Monday, December 13, in all Louisville, Lexington, Northern Kentucky, and Southern Indiana Thorntons store locations. The *College Basketball Coffee Challenge* coincides with the highly anticipated University of Louisville vs. University of Kentucky men's basketball game being held for the first-time at the new KFC Yum! Center in Louisville on New Year's Eve, Friday, December 31.

Each of the stores will feature customized 20 oz coffee cups that read either "Bleed Red" for U of L or "Bleed Blue" for UK, allowing customers to chose their favorite. Customers may also register to win a spectacular New Year's Eve sports weekend package for two that includes two tickets to the UofL/UK game at the KFC Yum! Center in downtown Louisville on Friday evening, December 31, a 2-night stay at a Louisville hotel (\$250 value), a \$75 Thorntons Gift Card, and a \$150 VISA gift card. Visit www.makeurmix.com to register. The drawing will be held on Friday, December 24 (log on to www.thorntonsinc.com for official contest rules).

Thorntons customers may also go to www.makeurmix.com to cast their vote for the coffee cup they're rooting for, with participating stores posting daily results for the cup that's winning.

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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.