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THORNTONS OPENS 44th STORE LOCATION IN LOUISVILLE METRO AREA

'Your Favorite Place to Stop When You're on the Go'

Louisville, Ky, December 16, 2010: Thorntons Inc. is pleased to announce the Thursday, December 16 grand opening of its newest location, its 44th store in the Louisville metropolitan area, at 4740 Chamberlain Lane. This latest addition expands the number of Thorntons store locations to 165, with operations in the Midwestern strongholds of Illinois, Indiana, Kentucky, Ohio and Tennessee.

"Our newest store in Louisville is an important element of Thorntons' evolution and expansion," states Chief Executive Officer Matt Thornton. "Not only does this grand opening celebrate our roots in the Louisville area, it showcases our commitment to the local economy and the one-of-a-kind service we continue to offer our loyal customers. But it doesn't end there; this is strategic expansion of our brand as we continue to grow community by community, city by city, state by state."

Thorntons customers will experience a redesigned, clean and friendly environment with a focus on high quality foods such as fresh sandwiches, salads, and fruits, plus enhanced offerings of hot beverages, particularly Thorntons premium-blend coffees, and fountain drinks. A multitude of customer-appreciation promotions (visit www.thorntonsinc.com) will occur during the opening days and weeks of the celebration, **highlighted by free coffee and fountain beverages for everyone**, buy 1-get 1 specials, as well as weekly door buster giveaways.

In addition, customers can enjoy the everyday specialties they've come to expect from Thorntons with 'hot off the grill' convenience food items, hot, cold and frozen beverages made with 100% filtered water, exceptional quality food and grocery items at economical prices, and as always, the most competitively-priced premium fuel available for any type of vehicle.

Additionally, Thorntons is proud to offer the eco-friendly E85 Flex Fuel at our newest location. Why? Because E85 is a motor fuel blend of 85% ethanol and 15% gasoline. And Ethanol is a completely renewable, domestic, environmentally friendly fuel that enhances the nation's economy and energy independence and creates little to no emissions at the tail pipe, which means cleaner air and a reduction in pollution. Along with its plans for an expansion of E85, Thorntons continues to explore alternative fuel options, offering its customers the most affordable and environmentally efficient fuels for all of their driving needs.

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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.