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Thorntons® Evolves Refreshing Rewards® Loyalty Program
Exclusive Savings Offered to All Rewards Members

(Louisville, KY – December 22, 2016) – Thorntons announces updates to its Refreshing Rewards guest loyalty program, allowing all Rewards members to begin accessing exclusive offers and savings immediately after swiping their card. Beginning Jan. 4, 2017, the program will discontinue use of the existing tier-based (Welcome, Premium, VIP) reward structure. Instead, all Refreshing Rewards members with a valid email address will immediately be eligible to receive rewards, including fuel discounts.

“We are evolving our loyalty program to better serve our guests by making every stop more rewarding,” said Kristin Lynch, director of national marketing. “Guests will receive exclusive offers just for being a Refreshing Reward member; the more they visit, the more they will save. Benefits include free stuff, everyday savings on fuel, instant in-store discounts, and much more. “It’s easy! Once a guest signs up for the program with a valid email address, all they need to do is swipe their card, and they will start saving instantly.”

Starting Jan. 4, a valid email address is required for all Refreshing Rewards members, including new and current members. Current members can update their account by visiting <http://www.refreshingrewards.com>. Guests can also download the Thorntons mobile app, which offers a personalized home screen that shows gas prices at the nearest Thorntons and allows guests to keep track of their rewards. Other features include a digital loyalty card and user-friendly store finder. Guests can download the app in the App Store (<http://apple.co/2fUcdGZ>) or on Google Play (<http://bit.ly/2ewuqVL>).

To sign up for Thorntons® Refreshing Rewards® loyalty program, visit <http://www.thorntonsinc.com/refreshing-rewards> or your nearest Thorntons store.

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About Thorntons®

Founded by James H. Thornton in 1971, the company has been recognized as one of the top independent convenience store chains in the nation. Based in Louisville, Kentucky, Thorntons® currently operates 185 stores that provide fresh foods, high quality beverages and fuel in six states: Kentucky, Illinois, Indiana, Ohio, Tennessee and Florida. Thorntons®’ mission is not only to provide top of the line food and beverages, but makes giving back a top priority in every market. Learn more about Thorntons® by visiting www.thorntonsinc.com. Connect with Thorntons on Facebook www.facebook.com/thorntonsinc and Twitter [@ThorntonsInc](https://twitter.com/ThorntonsInc).

About Refreshing Rewards®

Launched in 2014, Refreshing Rewards® is a loyalty program that provides guests with discounts on gas and rewards based on the number of visits, not the dollar amount spent. More than 1.5 million guests are already registered. Learn more about Refreshing Rewards® at www.refreshingrewards.com.