



MEDIA ADVISORY:

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Thorntons

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Thorntons announces the expansion of FREEquency Rewards

Newest value ad for company's popular Refreshing Rewards loyalty program

August 5, 2015, Louisville, KY – Thorntons is proud to announce the expansion of its FREEquency Rewards program to give guests more of what they love for free. This expansion is built upon the long-time running program for dispensed beverages. FREEquency Rewards will provide guests offers on products such as fountain drinks, packaged beverages, candy, snacks, and more. Guests are automatically eligible for FREEquency Rewards items when they register for the Refreshing Rewards loyalty program.

FREEquency Rewards is an exclusive perk for Refreshing Rewards members that rewards guests on what they buy the most. When a guest buys a certain set amount of specially marked FREEquency Rewards products, they will receive their next free. Guests can track their progress towards their free product on the Thorntons Refreshing Rewards mobile app. For a complete list of FREEquency Rewards products click [here](#).

Ready to join Refreshing Rewards? Join today by visiting your local Thorntons ([click here for a list of stores](#)). Guests may register the card in store, through the Refreshing Rewards mobile application available in the App Store and Google Play, or online at www.refreshingrewards.com.

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About Thorntons

Founded by James Thornton in 1971, the company has been recognized as one of the top convenience store chains in the nation. Based in Louisville, Kentucky, Thorntons currently operates 182 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 and follow us on Facebook at www.facebook.com/thorntonsinc and Twitter at www.twitter.com/thorntonsinc.

About Refreshing Rewards

Launched in 2014, Thorntons' Refreshing Rewards® is a guest loyalty program based on visits rather than dollars spent. Benefits of this program include personalized perks, 24-hour low fuel price guarantees, and automatic entries into swipestakes giveaways. At the end of July, Thorntons celebrated yet another milestone for the Refreshing Rewards program—1.25 million registered guests. Learn more about Refreshing Rewards at www.refreshingrewards.com.



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