



Media Advisory:
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Media Contact

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THORNTONS TO OFFER FUEL SAVINGS IN HONOR OF HOMETOWN TOURIST MONTH

In Louisville & Southern Indiana Markets ONLY

Customers Can Save 10¢ Per Gallon with Debit Card + PIN #

Louisville, KY, May 15, 2014– Thorntons is celebrating Louisville’s *Hometown Tourist Month* by offering an extra fuel discount to customers beginning at 6 a.m. **Friday, May 16** through **Saturday, May 17** at 6 a.m. Customers can save 10¢ per gallon when they purchase fuel with their debit card, and enter their 4-digit PIN number. This special fuel offer is only valid at Thorntons locations in *Louisville and Southern Indiana*.

“What better way to reward our hometown customers with a little extra relief on fuel during this month focused on celebrating Louisville and the surrounding areas” said Jeff Keune, Chief Marketing Officer of Thorntons.

Customers do not have to sign up or register to receive the discount on their fuel purchase, and the savings discount applies to all grades of fuel, which vary by location, with a 30 gallon maximum limit. For a complete list of store locations, please visit www.thorntonsinc.com.

Customers can also save money all year around by signing up for *Thorntons Gas Price Text Alerts* program. *The Thorntons Gas Price Alerts* Program is extremely user-friendly and is adaptable to any mobile device. Once you’re signed up, a text message is sent immediately to your mobile device *before* gas prices are about to rise in the market.

There are three easy ways to sign up for Thorntons Gas Price Alerts:

- Text the words for your area to 55123; see list below (e.g., if you live in Louisville, you would text LOUGPA to 55123)
- Visit Thorntons’ website at <http://www.thorntonsinc.com/Fuel-Alerts.html>
- Call 1-866-473-0017, press Option 4 and follow the prompts.

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About Thorntons Inc.: 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. Headquartered in Louisville, Kentucky, Thorntons operates 174 gasoline and convenience stores, car washes and travel plazas in six states: Kentucky, Illinois, Indiana, Ohio, Tennessee and Florida. 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.