



**Media Advisory:**  
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**THORNTONS LAUNCHES NEW REFRESHING REWARDS PROGRAM**

Program to offer fuel discounts, personalized rewards and more to customers.

**Louisville, KY, September 26, 2014**– Thorntons is pleased to announce the launch of the new Refreshing Rewards program focused on enhancing experiences for their customer base across all their markets. The Refreshing Rewards program is based on visits, not on points or purchases. Customers can look forward to personalized rewards based on their favorite items.

There is no cost to join the Refreshing Rewards program. Customers can pick up a card at their local Thorntons (for a list of stores click [here](#).) and register their card online: [www.refreshingrewards.com](http://www.refreshingrewards.com) or through a brand new “Thorntons Refreshing Rewards” mobile application available your in your phone’s app store.

“We are excited now offer our Refreshing Rewards program in all of our stores. This new program offers multiple levels of rewards to our loyal customers.” states Jeff Keune, Chief Marketing Officer of Thorntons Inc. “Members will enjoy premium perks on every level of the program and at the very beginning guests will receive an extra 10-cents off each gallon of gas for the first 30 days when they register their new card.”

The Refreshing Rewards program was rolled out in Lexington and Nashville in March of this year, but is now available in all markets Thorntons serves. During the official launch of the program customers have enjoyed live music, giveaways, free samples and more.

You can learn more about the program online: [www.refreshingrewards.com](http://www.refreshingrewards.com).

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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 178 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](http://www.thorntonsinc.com) and follow us on Facebook at [www.facebook.com/thorntonsinc](http://www.facebook.com/thorntonsinc) and Twitter at [www.twitter.com/thorntonsinc](http://www.twitter.com/thorntonsinc).