



**Media Advisory:**  
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**Thorntons Inc. Launches *You Pump, We Pay Swipestakes*<sup>SM</sup>**  
*Refreshing Rewards*<sup>®</sup> Members Entered to Win Free Gas for One Year Through June 2

**Louisville, KY, April 14, 2015** – Thorntons Inc. is giving away hundreds of gallons of FREE gas this spring as part of its *You Pump, We Pay Swipestakes*<sup>SM</sup>. Ninety (90) guests will win free gas for one year, and another 225 will win one free fill-up as part of the promotion that begins this week.

All guests who swipe their registered Refreshing Rewards<sup>®</sup> card at all Thorntons' now through June 2, 2015 will automatically be entered to win with the exception of Ohio residents who will need to opt-in to the promotion. Guests may also enter for free online at [www.youpumpwepay.com](http://www.youpumpwepay.com). No purchase is necessary and up to five (5) entries per person per day are allowed.

Swipestakes<sup>SM</sup> winners will be chosen weekly for nine (9) consecutive weeks, now through June 4, 2015.

The *You Pump, We Pay Swipestakes*<sup>SM</sup> is open to all registered members of Thorntons' Refreshing Rewards<sup>®</sup> program. To join Thorntons' Refreshing Rewards<sup>®</sup> program, guests may visit their local Thorntons to pick up a card and register their card online at [www.refreshingrewards.com](http://www.refreshingrewards.com) or on the Thorntons' Refreshing Rewards<sup>®</sup> mobile app available at the iTunes Store<sup>®</sup> or Google Play<sup>®</sup>. To be eligible, all guests must register their cards online at [www.refreshingrewards.com](http://www.refreshingrewards.com) or via the app.

Soon, hundreds of lucky Thorntons' guests will find their gas tanks a little (or a lot!) fuller as a reward for their loyalty.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF FL, IL, IN, KY, OH, and TN 13 YEARS AND OLDER WHO HAVE A REGISTERED REFRESHING REWARDS CARD AT THE TIME OF ENTRY. IN-STORE ENTRIES NOT AVAILABLE IN OH. VOID WHERE PROHIBITED. Sweepstakes ends 6/2/15. For Official Rules, free method of entry, prize descriptions and odds disclosure, visit <https://thorntons.promo.eprize.com/fuel>. Sponsor: Thorntons Inc., 10101 Linn Station Road # 200, Louisville, KY, 40223-3848.

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#### ABOUT THORNTONS INC.

Founded by James Thornton in 1971, this privately-held company has been recognized as one of the top independent convenience store chains in the nation. Based in Louisville, Kentucky, Thorntons offers fresh foods, high quality beverages and fuel at its 181 stores in six states: Kentucky, Illinois, Indiana, Ohio, Tennessee and Florida. Thorntons is not only committed to providing top of the line food and beverages, but also makes giving back a top priority in every market. Learn more about Thorntons by visiting [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).

#### ABOUT REFRESHING REWARDS®

Launched in 2014, Thorntons' Refreshing Rewards® is a customer loyalty program that provides guests with discounts on gas and rewards based on their number of visits, not the dollar amount spent. More than 900,000 Refreshing Reward® card users are already registered. Learn more about Thorntons Refreshing Rewards® at [www.thorntonsinc.com](http://www.thorntonsinc.com).

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