



**Media Advisory:**  
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**Media Contact**

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**THORNTONS TO OFFER EXTRA FUEL SAVINGS TO LEXINGTON REFRESHING REWARD CARDHOLDERS**

in Lexington ONLY

*Customers Can Save 15¢ Per Gallon for a Limited Time*

**Louisville, KY, May 5, 2014**– Thorntons will offer extra fuel discounts to their Refreshing Rewards customers beginning at 12:01 a.m. **Tuesday, May 6** through **Wednesday, May 7** at 11:59 p.m. Customers can save 15¢ per gallon when they purchase fuel with their Refreshing Rewards card. This fuel offer is only valid at Thorntons' locations in *Lexington, KY*.

The Refreshing Rewards program was launched in March, it is a program focused on providing customized incentives to Thorntons' loyal customers. There is no cost to join the Refreshing Reward program.

Customers can pick up a card at any Lexington Thorntons stores (click [here](#) for a full list.) 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.

Customers must use their Refreshing Rewards card with their fuel purchase. The fuel savings discount will automatically apply to all grades of fuel, which vary by location, and there is a 30-gallon maximum limit.

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 Lexington, you would text LEXGPA 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](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).