



MEDIA ADVISORY:

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MEDIA CONTACT:

Thorntons

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Thorntons statement re: refinery issue

August 12, Louisville, KY – A reported refinery issue has significantly impacted available fuel supply and subsequently wholesale gas prices. A major machine malfunction at a refinery plant that supplies the entire Midwest region is reportedly down for an unexpected and unplanned repair. Due to this circumstance beyond the industry’s control, local gas prices will likely continue to increase.

“We strive to provide the best choice in fuel and convenience. Due to these unforeseen circumstances, fuel prices will unavoidably be affected in the coming days,” stated Tony Harris, President of Thorntons. “While we are never happy about increasing prices, we are proud to offer great cost saving benefits to our Refreshing Rewards guests.”

Refreshing Rewards is a loyalty program that provides guests with valuable benefits such as Gas Price Text Alerts and a 24-hour low fuel price guarantee. The Gas Price Text Alert program keeps guests in the loop on rising fuel prices. Guests receive a text when gas prices are increasing in their area. This benefit is available to all guests who opt-in to the text alert program. Additionally, registered guests can take advantage of the 24-hour low fuel price guarantee once they reach the VIP level. When gas prices rise, the low fuel price guarantee ensures that VIP guests receive the lowest fuel price at that location for the next 24 hours.

Learn more about Refreshing Rewards at www.refreshingrewards.com or 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.

Media Note: If you have additional questions please email them to erin@inmodemarketing.com and we will answer them as quickly as possible.

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About Thorntons

Founded by James Thornton in 1971, the company has been recognized as one of the top ingredient 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, a 24-hour low fuel price guarantee, 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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