



Media Advisory:

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Thorntons reintroduces Swipe to SaveSM program to save guests more on fuel

With stackable savings, Refreshing Rewards guests can pay as little as 1¢ per gallon

Louisville, KY – Thorntons brings additional value to guests with Swipe to Save, an exclusive perk of Refreshing Rewards. Swipe to Save is a fuel savings program that provides guests with more ways to save on fuel. Refreshing Rewards guests qualify for additional cents off on fuel when they purchase select products including fountain drinks, bottled beverages, candy, snacks and more. These savings are stackable and can be combined with other Refreshing Rewards savings. This means that guests could potentially fill up their tanks for the lowest possible price—1¢ per gallon.

With no shortage of ways to save, the Swipe to Save program is the newest way Thorntons is making everyday a big deal for Refreshing Rewards members. When guests purchase the specified quantity of a Swipe to Save product, they will automatically receive additional cents off to use for their next fuel transaction. Swipe to Save features 17 products including:

- Buy 1 dispensed beverage (includes fountain, FizzFreez, coffee and cappuccino) and save 1¢ per gallon
- Buy 1 breakfast sandwich and save 3¢ per gallon
- Buy 2 Kickstart[®] 16 oz and save 10¢ per gallon
- Buy 2 Muscle Milk[®] 14 oz and save 10¢ per gallon
- Buy 2 Jack Link's[®] 2.85 oz bags and save 10¢ per gallon

The Refreshing Rewards loyalty program is free for all guests and provides exclusive deals and programs, automatic swipestakes entries and more. Joining is easy and big savings begin immediately! Guests can sign up in store, through the Refreshing Rewards mobile application available in the App Store and Google Play, or online at www.refreshingrewards.com.

For more information and a complete list of Swipe to Save products guests can visit <http://tinyurl.com/omwuerk>.

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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 183 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. 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, 24-hour low fuel price guarantees, and automatic entries into swipestakes giveaways. The Refreshing Rewards program currently has over 1.3 million registered guests and is continually growing. Learn more about Refreshing Rewards at www.refreshingrewards.com.

About Swipe to Save

The specified quantity of promoted Swipe to Save products must be purchased in a single transactions using your registered Refreshing Rewards[®] to receive the listed fuel discount. All fuel discounts are single use only. To redeem your accumulated fuel discounts you must use your registered Refreshing Rewards[®] card during a fuel transaction. More than one fuel discount may be used during a fuel transaction. All accumulated fuel discounts will be credited to your next fuel purchase. All fuel discounts expire 30 days after receiving discount. 35 gallon limit on fuel discounts per transaction. Lowest possible price of fuel with all combined discounts is 1¢ per gallon. Promoted products may not be available at all Thorntons' locations.

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