



MEDIA ADVISORY:

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Thorntons Inc.

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Thorntons to Offer Unleaded15™ Fuel Option
Company plans to roll out to all Chicago area stores

(Louisville, KY – March 18, 2016) Thorntons announced that it will offer Unleaded¹⁵, Thorntons' branded E15 fueling option that typically offers lower cost, improved engine performance, and reduced greenhouse gas emissions, to its guests at all 43 Chicagoland stores starting this month.

“Unleaded¹⁵ offers a great value to our Chicago guests, and supports our desire to provide the best possible fuel options,” stated Jeff Gallic, Vice President of Fuel Supply. “Thorntons has offered E85 for years and given the market demand for higher ethanol blends, we feel Unleaded¹⁵ is the next logical step for our fuel portfolio.”

Unleaded¹⁵ (up to 15% ethanol, 85% gasoline) provides an octane rating of 88, and is the most widely-tested fuel ever introduced to consumers. It contains approximately 15% ethanol, and is approved by the EPA for use in model year 2001 or newer cars, light duty trucks, SUV's and Flex Fuel™ vehicles. This fuel typically costs less than regular Unleaded, and is believed to deliver better performance and fewer harmful emissions.

“We are very excited about the expansion of Unleaded¹⁵ fuel in our Chicagoland stores,” said Matt Thornton, Chief Executive Officer of Thorntons. “We support the use of ethanol, wherever it is economically available”.

Unleaded¹⁵ differs from E85, in that E85 is a Flex Fuel that is a mixture of up to 85% ethanol and 15% petroleum. Ethanol is a renewable fuel source that reduces harmful environmental emissions and provides multiple economic benefits. Today, the vast majority of domestic ethanol is produced from corn, an abundant and renewable grain. This renewable fuel source helps to reduce carbon emissions, helps promote cleaner air, boosts the United States economy, creates jobs and reduces foreign oil imports.

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About Thorntons Inc.:

Founded by James Thornton in 1971, the company has been recognized as one of the top independent convenience store chains in the nation. Based in Louisville, Kentucky, Thorntons currently operates 184

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 it also 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 customer loyalty program that provides guest with discounts on gas and rewards based on the number of visits, not the dollar amount spent. More than 1,000,000 Refreshing Reward card users are already registered. Learn more about Thorntons Refreshing Rewards at www.thorntonsinc.com.

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