



FOR IMMEDIATE RELEASE

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Thorntons Launches Contactless Text-to-Enroll Platform Offering Guests a Safe and Easy Way to Sign Up for Refreshing Rewards Loyalty Program

New platform makes signing up for Refreshing Rewards easier than ever!

(Louisville, KY – July 8, 2020) – To safeguard Guests and make rewards program enrollment quick and easy, Thorntons has released a streamlined text-to-enroll registration solution for our Refreshing Rewards Loyalty Program. To enroll, Guests simply text the word '**Fuel**' followed by a valid email address to **737-57**. Immediately Guests will receive a 15 cent off per gallon offer to redeem on their next fill up at their favorite Thorntons location. Registered rewards members also have the opportunity to save more than \$300 in annual exclusive savings.

New Text-to-Enroll pump integration allows Guests the option to begin enrolling at the pump. While fueling up at any Thorntons' location, Guests simply follow the Refreshing Rewards prompts on the pump screen and provide their mobile phone number. Guests will gain immediate access to the Refreshing Rewards everyday fuel savings and upon completing registration, gain access to additional fuel savings, exclusive tobacco and alcohol discounts, FREEquency Clubs, sweepstakes and more!

"Safety and value are central to our promise to be our Guests' favorite place to stop when they are on-the-go," said Simon Richards, President and Chief Executive Officer. "We are proud to introduce text to enroll as another contactless option for our Guests and another way we can promote social distancing for the safety and well-being of our Guests and our Team Members while delivering the opportunity for savings and value."

Thorntons Cares and we continue to take many precautions to help slow the spread of the coronavirus and enhance the safety and well-being of our communities while remaining open 24/7 to serve our Guests.

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About Refreshing Rewards

Thorntons Refreshing Rewards Guest loyalty program launched in 2014. Refreshing Rewards members enjoy benefits that include daily fuel savings, bonus flash fuel savings, FREEquency clubs, click to load offers and exclusive sweepstakes. Thorntons Refreshing Rewards app is available in the iTunes and Google Play Stores.

About Thorntons LLC

Based in Louisville, Kentucky, Thorntons operates more than 200 stores that provide high quality fresh foods, beverages and fuel in six states: Kentucky, Illinois, Indiana, Ohio, Tennessee and Florida. The company's mission is to be people's favorite place to stop when they are on-the-go and people's favorite place to work. Thorntons is a vertically integrated company with its own fuel terminal, blending plants, transportation fleet and commissary. Thorntons has a passion for giving back to the communities where Guests and Team Members live and work. Thorntons volunteers make their communities better through community service, humanitarian day events and fundraising projects. Learn more about Thorntons by visiting www.mythorntons.com. Connect with Thorntons on Facebook www.facebook.com/thorntonsllc and Twitter @ThorntonsLLC.