



**Cracker Barrel's Rockin' Reader® program nominated for National Restaurant Association's Community Service Award**

*Tennessee Hospitality Association selects literacy program as a 2010 nominee*

**LEBANON, TENN** (August 18, 2010) - The Tennessee Hospitality Association has nominated Cracker Barrel's Rockin' Reader program for the National Restaurant Association's 2010 Restaurant Neighbor Award. The honor comes after Rockin' Reader was recognized as a first place winner in the community services category at the 2010 Tennessee Hospitality Association's "Star of the Industry Awards" competition.

Developed and funded by Cracker Barrel Old Country Store®, Rockin' Reader is a national literacy program with 225 partner schools in 29 states, including partnerships with 22 elementary schools in Tennessee. Through this program, Cracker Barrel provides elementary schools with rocking chairs and books that are used to create a comfortable place for volunteers to read with children.

"Cracker Barrel appreciates that the Tennessee Hospitality Association has named us as a statewide winner and has nominated the Rockin' Reader program for this national award," said Michael A. Woodhouse, Cracker Barrel's chairman, president and chief executive officer. "This recognition honors the many Rockin' Reader volunteers who encourage caring and literacy in their communities. In the two years since the program started, Rockin' Reader volunteers have contributed 70,000 hours of reading time with children, and each hour represents a meaningful and memorable connection with a child."

With this nomination from the Tennessee Hospitality Association, Rockin' Reader will now be considered for the National Restaurant Association's 2010 Restaurant Neighbor Award. The award honors restaurant companies for their community service efforts and will be presented in September.

To learn more about Rockin' Reader, visit the program website at [rockinreader.org](http://rockinreader.org). The website features a list of partner schools in addition to videos, photographs and an online application to become a partner school.

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**About Cracker Barrel**

Cracker Barrel Old Country Store® provides a friendly home-away-from-home in its old country stores and restaurants. Guests are cared for like family while relaxing and enjoying real home-style food and shopping that's surprisingly unique, genuinely fun and reminiscent of America's country heritage...all at a fair price. The restaurant serves up delicious, home-style country food such as meatloaf and homemade chicken n' dumplings as well as its signature biscuits using an old family recipe. The authentic old country retail store is fun to shop and offers unique gifts and self-indulgences.

Cracker Barrel Old Country Store, Inc. (Nasdaq: CBRL) was established in 1969 in Lebanon, Tenn. and operates 593 company-owned locations in 41 states. Every Cracker Barrel unit is open seven days a week with hours Sunday through Thursday, 6 a.m. – 10 p.m., and Friday and Saturday, 6 a.m. - 11 p.m. For more information, visit: [crackerbarrel.com](http://crackerbarrel.com).

**Rockin' Reader Contact:**

Jim Taylor  
Cracker Barrel Old Country Store®  
(615) 235-4082  
[jtaylor@crackerbarrel.com](mailto:jtaylor@crackerbarrel.com)

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