



January 3, 2012

## **Cracker Barrel to Present at ICR XChange Conference in January**

LEBANON, Tenn.--(BUSINESS WIRE)-- Cracker Barrel Old Country Store, Inc. (the "Company") (Nasdaq: CBRL) will be participating in the 14th Annual ICR XChange Conference to be held in Miami, Florida at the Fontainebleau Hotel. The Company's presentation will begin at 1:10 p.m. Eastern Time on Wednesday, January 11, 2012. President and Chief Executive Officer Sandra B. Cochran and Senior Vice President and Chief Financial Officer Lawrence E. Hyatt will be speaking at the conference.

The live broadcast of the presentation at the ICR XChange Conference will be available on-line in the Events area of the Company's website at [investor.crackerbarrel.com](http://investor.crackerbarrel.com). An on-line replay of the webcast will be available for two weeks.

Headquartered in Lebanon, Tennessee, Cracker Barrel Old Country Store, Inc. presently operates 608 Cracker Barrel Old Country Store® restaurants and gift shops located in 42 states.

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