



June 14, 2012

Cracker Barrel to Present at Oppenheimer Consumer Conference on June 26, 2012

LEBANON, Tenn.--(BUSINESS WIRE)-- Cracker Barrel Old Country Store, Inc. (the "Company") (Nasdaq: CBRL) will be participating in the Oppenheimer 12th Annual Consumer Conference at the Four Seasons Hotel in Boston, Massachusetts. The Company's presentation will begin at 1:35 p.m. Eastern Time on Tuesday, June 26, 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 will be available on-line in the Events area of the Company's website at investor.crackerbarrel.com. An on-line replay of the webcast will be available for two weeks afterward.

Cracker Barrel Old Country Store, Inc. was established in 1969 in Lebanon, Tenn. and operates 615 company-owned locations in 42 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.

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