



September 3, 2009

## Cracker Barrel to Offer Exclusive Webkinz(TM) Pet

### *"Opossum" is First Ever Exclusive for Plush Toy Phenomenon*

LEBANON, Tenn., Sep 03, 2009 (BUSINESS WIRE) -- With his soft pink paws and snout, and realistic detailing, **Opossum** is sure to win the hearts of many when he makes his debut exclusively at Cracker Barrel Old Country Store<sup>(R)</sup>. **Opossum** is the new ultra-soft plush toy from Webkinz(TM) and will be available only at Cracker Barrel starting on September 11<sup>th</sup>.

"It is a tremendous honor to be the first retailer that Webkinz(TM) has worked with to create and distribute an **exclusive** pet in this hugely popular collection," says Cracker Barrel Merchandise Buyer Karen Smith. "We are very excited to offer this special pet to our guests and expect that we will be seeing many, many smiles as they cuddle him close." Smith adds, "It's even more exciting to know that **Opossum** will really come to life online when our guests enter their unique 'secret code' at the Webkinz (TM) website and join an exciting virtual world with **Opossum**."

Webkinz(TM) pets offer children the opportunity to play with their pets in Webkinz World, a safe online environment that offers educational games and the opportunity to earn KinzCash, which can be used to purchase real-life items such as swing sets and bedroom furniture to make a real-life home for the pet they cuddle every day.

"Webkinz(TM) pets are extremely popular," says Howard Ganz, President and Founder of the Ganz Company, which produces these toys and develops the online component for them. "We know Cracker Barrel's guests appreciate unique and genuinely fun retail gifts and products. **Opossum** fits right in with that!"

**Opossum** will be available exclusively at all Cracker Barrel locations as of September 11th. In addition to **Opossum**, Cracker Barrel will continue to offer a variety of Webkinz(TM) pets such as Guinea Pig, Fox, and a signature Raccoon. Cracker Barrel has carried Webkinz(TM) pets since 2007.

### **About Cracker Barrel**

Cracker Barrel Old Country Store<sup>(R)</sup> restaurants provide a friendly home-away-from-home in their 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 588 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).

CBRL-G

SOURCE: Cracker Barrel Old Country Store, Inc.

**Cracker Barrel Old Country Store, Inc.**

**Media Contact:**

Julie Davis, 615-443-9266

[jdavis@crackerbarrel.com](mailto:jdavis@crackerbarrel.com)

Copyright Business Wire 2009