



**For Immediate Release**

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**CRACKER BARREL OLD COUNTRY STORE® NAMED BEST FAMILY  
DINING CHAIN IN AMERICA FOR 14<sup>TH</sup> YEAR IN A ROW**

**LEBANON, TN-** (September 3, 2004) – Cracker Barrel Old Country Store® celebrates two milestones this month, marking its 35<sup>th</sup> anniversary and the distinction of being named the “Best Family Dining Chain in America” for the 14<sup>th</sup> consecutive year.

For the past 24 years, *Restaurant and Institutions* magazine has presented its Consumers’ Choice in Chains awards. These honors are based on results of a survey of more than two thousand consumers and their visits to 200 of the nation’s largest restaurant chains. The results measure opinions on food quality, menu variety, value, service, atmosphere, cleanliness and reputation.

“Our guests know us for consistently delivering our exceptional food and service,” said Donald M. Turner, President and Chief Operating Officer of Cracker Barrel Old Country Store, Inc. “Earning this honor 14 years in a row shows that our employees are delivering on that expectation. Our employees create a comfortable atmosphere and they are one of the main reasons why our guests think of Cracker Barrel as their ‘home away from home’.”

Turner also noted that Cracker Barrel employees look forward to hearing about this award each year. “Our employees take great pride in the Choice in Chains recognition. This award lets them know our guests appreciate their efforts day in and day out. Our employees consider every person who comes in the door to be a guest in our home, so it’s gratifying to hear that our guests feel we’re delivering on our commitment of treating all people with courtesy and respect.”

Cracker Barrel is also pleased to continue its tradition of having hourly employees accept this award on behalf of the company. Employees Brandun Noel of Baton Rouge, Louisiana and Amber Howard of Burleson, Texas will join Cracker Barrel executives at the Choice in Chains awards festivities taking place September 11-12 in New Orleans.

“We’re proud to bring our hourly employees to these ceremonies because they represent all of the folks who are working hard in our stores every day,” said Turner. “We have more than 55,000 hourly employees who are committed to ‘pleasing people’ and they are the reason Cracker Barrel earns awards like this year after year.”

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## **CHOICE IN CHAINS AWARD**

### **Add One**

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#### **About Cracker Barrel**

Cracker Barrel Old Country Store, Inc. is a wholly owned subsidiary of the publicly held CBRL Group, Inc. (Nasdaq: CBRL). Cracker Barrel was established in 1969 in Lebanon, Tennessee.

Each Cracker Barrel Old Country Store is modeled after a 1900-era country store, featuring old photographs, authentic antiques, memorabilia, and a real woodburning fireplace with a stone hearth to add a warm cozy touch to the dining room. The restaurant serves up hearty meals of such comfort foods as meatloaf and homemade chicken n' dumplings, and made-from-scratch biscuits using an old family recipe. The retail store has more than 2,700 gift items including accessories for the home, old-fashioned candies, books on audio, nostalgic items, and children's games and puzzles, including classic favorites such as Raggedy Ann & Andy and Slinky.

Cracker Barrel Old Country Store, Inc. operates 505 company-owned locations in 41 states. Every Cracker Barrel 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.

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*Editor's Note: For more info about us, visit our web site at [www.crackerbarrel.com](http://www.crackerbarrel.com)*