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## **"Best Family Dining" Honors for Cracker Barrel Again!**

### **Restaurant concept known for good country cookin' wins for 18th consecutive year**

LEBANON, Tenn., Aug 19, 2008 (BUSINESS WIRE) -- American consumers have selected Cracker Barrel Old Country Store(R) ("Cracker Barrel") as the nation's "Best Family Dining" restaurant for the 18th year in a row. The restaurant concept that has built its reputation on excellent customer service and high quality meals has again won first place in the Consumers' Choice in Chains study, an annual poll conducted by Restaurants & Institutions magazine.

"We are indeed honored to receive this recognition from our guests," said Michael A. Woodhouse, President and Chief Executive Officer of Cracker Barrel. "It means that Cracker Barrel's 70,000 employees take seriously our mission statement of 'Pleasing People,' and that they provide a great Cracker Barrel experience each and every time our guests visit us. I know that our employees work hard to deliver that high level of consistency and quality, and I am happy that they can see recognition for that through this award."

Woodhouse continued, "Even though we have won this award for 18 years, we will not become complacent. We know that we have to approach each day and each meal as a new opportunity to deliver the Cracker Barrel experience that our guests have come to expect from us."

For the past 28 years, Restaurants & Institutions magazine has presented its Consumers' Choice in Chains awards. These honors are based on results of a survey of more than 3,100 consumers and their visits to more than 120 of the nation's largest restaurant chains. The results measure opinions on food quality, menu variety, value, service, atmosphere, cleanliness, reputation and convenience. The Restaurants & Institutions Consumers' Choice in Chains award is recognized as a key measure of success by restaurant chains across the country.

#### About Cracker Barrel

Cracker Barrel Old Country Store(R) 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' dumplins 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. is a wholly owned subsidiary of the publicly held CBRL Group, Inc. (Nasdaq: CBRL). Cracker Barrel was established in 1969 in Lebanon, Tenn. Cracker Barrel Old Country Store, Inc. operates 577 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).

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SOURCE: CBRL Group, Inc.

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