



March 26, 2012

## Josh Turner Hits the Highways Sponsored by Cracker Barrel®

*Crisscrossing the country, Turner's tour a natural fit with brand's traveler-friendly locations*

LEBANON, Tenn.--(BUSINESS WIRE)-- Now fans can spot Josh Turner riding into town more easily than ever as the multi-platinum country artist's equipment tractor trailer sports the familiar Cracker Barrel Old Country Store® logo. From Arkansas to Virginia, New York to Florida and all the highways and byways traveled in between, Cracker Barrel is sponsoring Josh Turner's tour through December 2012.

"We sponsored Josh's tour and released the CD **Josh Turner Live at the Ryman** in 2007, and we're very pleased to be traveling down the road with him a second time," said Julie Craig, Cracker Barrel Marketing Manager. "He's an indelible part of country music and we are proud to continue our association with such a talented, grounded, and genuine artist. We're looking forward to working on another new project with Josh later this year, but we're not quite ready to share the details on that just yet."

### About Josh Turner

One of the format's most recognizable hit-makers earning numerous CMA, ACM and GRAMMY nominations since the release of his debut album, **Long Black Train**, Josh Turner has sold more than five million albums and garnered four No. 1 hits (including three multi-week chart-toppers): "Your Man," "Would You Go With Me," and "Why Don't We Just Dance" (a four-week No. 1 that was named the most-played song of the year in 2010 by MediaBase). His song, "All Over Me," from current album, **Haywire**, also reached the top spot on the charts, making him one of only seven country artists to have two No. 1 hits in 2010. A Hannah, S.C. native, he has been songwriting and performing since he was a young child, and in support of music education, created The Josh Turner Scholarship Fund to assist students interested in pursuing a future in arts/music. As a high school student, he had very little access to music education, therefore realizes first-hand the importance of arts in the schools. Celebrating the release of one of his fastest-rising singles to-date, "Time Is Love," Turner will soon release his fifth studio album, **Punching Bag**, this summer. For more information on Josh Turner including a list of his upcoming headlining tour dates, visit [www.JoshTurner.com](http://www.JoshTurner.com).

### About Cracker Barrel's Exclusive Music Program

**An Evening With....Dolly** is the latest in Cracker Barrel's exclusive music program; it will be released on April 2. This past January, Cracker Barrel released the **Gospel Side of Dailey & Vincent** CD. In September of 2011, The Oak Ridge Boys' CD **It's Only Natural** was released through Cracker Barrel's exclusive music program. In July, Cracker Barrel released Jason Michael Carroll's all-country **Numbers** with 11 new songs and one previous hit. In May, Cracker Barrel released **Teddy Gentry's Best New Nashville** with original music from 12 talented new artists and Randy Travis' self-titled album **Randy Travis**. In March of this year, Cracker Barrel released Kenny Rogers' **The Love of God**, which debuted at #8 on the Billboard Top Country Albums chart and #2 on the Top Christian Albums chart. In January, Cracker Barrel released **The Grascals & Friends - Country Classics With A Bluegrass Spin**, which debuted at #1 on Billboard magazine's Bluegrass Albums chart and at #26 on Billboard's Top Country Albums chart. In November 2010, Cracker Barrel released Smokey Robinson's **Now & Then**, which debuted at #19 on Billboard magazine's R&B chart and was nominated for an NAACP IMAGE AWARD. September saw the release of the self-titled **Rodney Atkins**, which included four #1 hits, and Mandy Barnett's **Winter Wonderland**. Over the last few years, Cracker Barrel has released exclusive CDs with Craig Morgan, Wynonna, Alan Jackson, the Zac Brown Band, George Jones, Montgomery Gentry, Bill Gaither, Ricky Skaggs, Aaron Tippin, Alison Krauss & Union Station, Amy Grant, Sara Evans and Charlie Daniels.

### About Cracker Barrel

Cracker Barrel Old Country Store provides a friendly home-away-from-home in its 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 made from scratch 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 612 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](http://crackerbarrel.com).

CBRL-G

For Cracker Barrel

Jeanne Ludington / 615-443-9115

[jeanne.ludington@crackerbarrel.com](mailto:jeanne.ludington@crackerbarrel.com)

or

For Josh Turner

Essential Broadcast Media

Ebie McFarland / Amanda French, 615-327-3259

[ebie@ebmediapr.com](mailto:ebie@ebmediapr.com) / [amanda@ebmediapr.com](mailto:amanda@ebmediapr.com)

or

UMG Nashville

Dixie Owen, 615-524-7516

[dixie.owen@umusic.com](mailto:dixie.owen@umusic.com)

or

Webster & Associates

Kirt Webster, 615-777-6995

[kirt@websterpr.com](mailto:kirt@websterpr.com)

Source: Cracker Barrel

News Provided by Acquire Media