



May 11, 2012

Cracker Barrel and Their Guests Team Up to Support the USO with All-American Jelly Belly Jelly Beans

Stores will donate \$1.00 for each bag of select Jelly Belly jelly beans guests purchase and donate to the USO

LEBANON, Tenn.--(BUSINESS WIRE)-- Cracker Barrel Old Country Store® and their guests are helping the USO with their mission to lift the spirits of troops and their families through one of America's favorite treats, Jelly Belly jelly beans. From now through May 28, guests can purchase select Jelly Belly jelly beans at all Cracker Barrel locations to donate to the [USO](#). Cracker Barrel will donate \$1.00 to the USO for each Jelly Belly jelly beans bag donated, with a minimum donation of \$25,000. This sales promotion is conducted by Cracker Barrel Old Country Store, Inc.

The USO is a private, non-profit, non-partisan organization whose mission is to lift the spirits of America's troops and their families. "With some of the country's most important patriotic holidays celebrated during summer, we think it's a great time to support the USO and our troops," said Cracker Barrel Vice President of Retail Operations Kathy Hansen. "Jelly Belly jelly beans flavors like County Fair, Cherry and Watermelon Seed, and Candy Peas and Carrots helped inspire the idea because they make you think about picnics, parades and family reunions, which got us to thinking about ways to honor our troops and have them share in the fun, too."

Other Jelly Belly jelly beans flavors included in the donation event are: Soda Pop Shoppe, Assorted and Kids Mix Beananza; Fruit Bowl, Pomegranate, Assorted Sours, 20 Flavor, Sugar Free, Hello Kitty, Snapple Mix, and Smoothie Blend beans. Jelly Belly jelly beans that are included in the donation event are displayed together in each Cracker Barrel location. After guests purchase the Jelly Belly jelly beans, all they have to do is place them in the specially-marked donation container located near the cash registers. After the donation event ends, USO centers will receive the donated Jelly Belly jelly beans.

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 614 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.

About the USO

The USO (United Service Organizations) lifts the spirits of America's troops and their families millions of times each year at hundreds of places worldwide. They provide a touch of home through centers at airports and military bases in the U.S. and abroad, top quality entertainment and innovative programs and services. They also provide critical support to those who need them most, including forward-deployed troops, military families, wounded warriors and their families and the families of the fallen.

The USO is a private, nonprofit organization, not a government agency. They rely on the generosity of their volunteers and donors in addition to individual donors and corporate sponsors. To join them in this patriotic mission, and to learn more about the USO, please visit uso.org.

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