



February 23, 2012

Cracker Barrel to Present at Two Conferences in March

LEBANON, Tenn.--(BUSINESS WIRE)-- Cracker Barrel Old Country Store, Inc. (the "Company") (Nasdaq: CBRL) will be participating in two conferences in March. On March 1, the Company will be participating in the KeyBanc Capital Markets[®] Consumer Conference at the InterContinental New York Barclay hotel.

On March 7, the Company will be presenting at the Bank of America Merrill Lynch 2012 Consumer & Retail Conference at the Palace Hotel in New York City at 10:40 a.m. Eastern Time. President and Chief Executive Officer Sandra B. Cochran and Senior Vice President and Chief Financial Officer Lawrence E. Hyatt will be speaking at this conference.

The live broadcast of the presentation at the Bank of America Merrill Lynch Conference will be available on-line in the Events area of the Company's website at investor.crackerbarrel.com. An on-line replay of the webcast will be available for two weeks afterward.

Cracker Barrel Old Country Store, Inc. (Nasdaq: CBRL) was established in 1969 in Lebanon, Tenn. and operates 611 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.

CBRL-F

Cracker Barrel Old Country Store, Inc.

Investor:

Lawrence E. Hyatt, 615-235-4432

or

Media:

Julie K. Davis, 615-443-9266

Source: Cracker Barrel Old Country Store, Inc.

News Provided by Acquire Media