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Cracker Barrel is Pleased to Admit - "I Didn't Know That!"

Book by Founder's Niece Available in Cracker Barrel's Retail Store

LEBANON, Tenn., Sep 10, 2009 (BUSINESS WIRE) -- Cracker Barrel Old Country Store^(R) knows about good country cookin' and about providing unique and fun gift items for its guests. Now the popular restaurant and retail chain is announcing, "**I Didn't Know That!**" Look beyond the simple words and you'll see that, rather than this being a declaration of ignorance, Cracker Barrel is letting you know about a book it now has for sale that you may enjoy on your own or shared with others. And this offering, just in time for Cracker Barrel's 40th anniversary, is "all in the family," as the author, Karlen Evins, is the niece of Cracker Barrel's founder, Danny Evins.

"**I Didn't Know That**" offers a fun and engaging look at where hundreds of words and sayings came from, phrases like "died in the wool" and "bringing home the bacon." Each entry provides a short and simple explanation that will have readers saying "that makes sense," "I'll buy that," and, of course, "I didn't know that!"

"**I Didn't Know That**" is a great book for Cracker Barrel's guests because it offers up lots of fun information in a format that makes it easy to share with others," says Cracker Barrel Merchandise Buyer, John Jankowich. "I can easily see people enjoying this book at family gatherings or on long car rides, quizzing each other on where certain phrases came from and sharing the answers that are written in clear and concise blurbs."

"I'm thrilled to become a small part of the business that my uncle created," says Karlen Evins, whose journalism career has included airing programs that have run the gamut from politics to the paranormal to celebrity interviews. Karlen is also an accomplished writer and she authors a weekly column that appears in the nationally syndicated newspaper insert *American Profile*. "I love it that thousands of people every day enjoy the good country cookin' that Uncle Danny made available by starting and building this wonderful concept," she adds, "and I'm just so glad to finally be a part of the business with my book."

Cracker Barrel is celebrating its 40th anniversary with special menu items, some old and some new, through October 25th and by offering its signature Double Chocolate Fudge Coca-Cola^(R) Cake for the full anniversary **year!** In the spirit of "then and now," Cracker Barrel has also just released two new CDs in its exclusive music program, one by country music legend George Jones, who was already popular when Cracker Barrel opened the doors to its first location, and the other by the Zac Brown Band, which was named Top New Group by the Academy of Country Music this year and won the 2009 Country Music Television Award for Breakthrough Video of the Year for "*Chicken Fried*."

About Cracker Barrel

Cracker Barrel Old Country Store^(R) restaurants provide 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' 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. (Nasdaq: CBRL) was established in 1969 in Lebanon, Tenn. and operates 590 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.

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SOURCE: Cracker Barrel Old Country Store, Inc.

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