



June 4, 2012

Brooklyn Cracker Barrel Invites Community to a Special Day Benefiting Strongsville City Schools on June 11

100% of sales in the restaurant and old country store will be donated to schools in memory of Kayla and Kerri Allen*

LEBANON, Tenn.--(BUSINESS WIRE)-- Cracker Barrel Old Country Store® believes that in times of difficulty, families and communities come together. The company is grateful to the Brooklyn, Ohio community for their support and acts of kindness that have been extended to the Allen family and Cracker Barrel employees. Determined to find a way to support the community and continue the healing process, the company has decided to make next Monday, June 11, a special day to raise funds for Strongsville City Schools.

"Cracker Barrel cares about this community and we are here to stay," said Cracker Barrel General Manager Patricia Shawley. "We think the best way to provide support that will touch the greatest number of families in the community and honor the Allen family is to support Strongsville City Schools, where Kayla and Kerri were students."

All day June 11, from 6:00 a.m. when Cracker Barrel's doors open in Brooklyn at 5100 Tiedeman Road, until 10:00 p.m. when they close for the day, 100% of sales, excluding taxes and gratuities, on purchases in both the restaurant and country store will be donated to Strongsville City Schools in memory of Kayla and Kerri Allen. "We hope lots of people join us to make this a very special day for our schools and to be here for each other. We're looking forward to sharing warm welcomes, serving good meals, and helping guests find unique gifts in our country store."

The special day benefiting Strongsville City Schools on June 11 will take place only in the Cracker Barrel Old Country Store located in Brooklyn on Tiedeman Road.

*Excludes taxes and gratuities

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 615 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.

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