



July 10, 2007

## CBRL Group Names Ketchum PR Agency of Record

ATLANTA, July 10, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- CBRL Group, Inc. (Nasdaq: CBRL) today announced the appointment of Ketchum as its public relations agency of record. Ketchum will work with CBRL's wholly-owned subsidiary Cracker Barrel Old Country Store, Inc. ("Cracker Barrel") to showcase the company's fresh country cooking and unique retail products. Ketchum's Atlanta based brand marketing group will manage a team of experts from throughout the Ketchum network.

"We chose Ketchum as our agency of record based on its successful track record of providing strategic counsel and fresh insights relevant to the food industry landscape," said Diana S. Wynne, Senior Vice President of Corporate Affairs. "Ketchum really understands our business challenges and demonstrated how their global network could immediately deliver impactful and efficient programs to effectively communicate the power of our brand."

As agency of record, Ketchum will support a wide array of communication and marketing activities including developing strategic initiatives to drive traffic into Cracker Barrel restaurants, communicating the benefits of quality family time shared over a good meal, and spreading the word about the vast array of products found in the retail stores.

"Ketchum is looking forward to creating a winning partnership with Cracker Barrel and helping drive demand for this beloved brand," said Hilary Hanson McKean, director, Ketchum South, which is comprised of the agency's Atlanta and Dallas operations. "We are enthusiastic about representing a partner that so closely aligns with Ketchum's values of commitment to customer service and quality and fostering a strong sense of culture."

### About Ketchum

A communications innovator, Ketchum ranks among the largest global public relations agencies, operating in more than 50 countries. With five global practices - Brand Marketing, Corporate, Healthcare, Food and Nutrition, and Technology - and specialty areas that include Concentric Communications (experiential marketing, events and meetings), Ketchum Entertainment Marketing, Ketchum Global Research, Ketchum Sports Network, Stromberg Consulting (change management and workplace communications) and The Washington Group (lobbying and government relations), Ketchum leverages its marketing and corporate communications expertise to build brands and reputations for clients. For more information on Ketchum, a unit of Omnicom Group Inc. (NYSE: OMC), visit [www.ketchum.com](http://www.ketchum.com).

### About CBRL Group, Inc.

Headquartered in Lebanon, Tennessee, CBRL Group, Inc. presently operates 559 Cracker Barrel Old Country Store(R) restaurants and gift shops located in 41 states. For more information, visit <http://www.cbrlgroup.com>.

Vanessa Lindberg  
Ketchum  
+1-404-879-9263  
[vanessa.lindberg@ketchum.com](mailto:vanessa.lindberg@ketchum.com)

### SOURCE CBRL Group, Inc.

Vanessa Lindberg of Ketchum, +1-404-879-9263, [vanessa.lindberg@ketchum.com](mailto:vanessa.lindberg@ketchum.com), for CBRL Group, Inc.

<http://www.ketchum.com>

Copyright (C) 2007 PR Newswire. All rights reserved

News Provided by COMTEX