



March 24, 2011

Photographs Taken by Kenny Rogers Grace Wall Calendar Now Available at Cracker Barrel

18-month Calendar Features Photos of Beautiful Churches Rogers Shot While on Tour

LEBANON, Tenn.--(BUSINESS WIRE)-- Kenny Rogers' newest release illustrates his artistic talent without making a sound. An accomplished photographer, Rogers took photos of churches while on tour in the United States and Europe and assembled them in a special 18-month calendar. It is a fitting follow up to his recent release of his first-ever inspirational album, **The Love of God**, through the Cracker Barrel Old Country Store® exclusive music program. Both the CD and the calendar are available exclusively at all Cracker Barrel locations.

The calendar is a first for Rogers, who is always looking for something creative to do. "I think I'm a person who loves to create beauty, so doing my own landscaping and doing my own interior decorating and creating music are all forms of beauty in just a different way. And that's what drives me - getting up in the morning and having something to do that's creative," said Rogers. "Until I started photographing churches, I never realized how many beautiful churches there are in this world. There are big churches and little churches, but they were all built quite simply for the love of God. That's very impressive to me," explained Rogers.

"Kenny Rogers' artistic talent shines through the photos on every page of this calendar," said Chris Ciavarra, Senior Vice President of Marketing for Cracker Barrel. "We're pleased to be able to share it with our guests alongside his inspirational CD **The Love of God**. Both are firsts for Kenny and for Cracker Barrel."

The CD is Rogers' first authentic Gospel album featuring twelve new recordings of songs that have touched him musically and spiritually through the years. And it's the first time an artist has released a second album through the Cracker Barrel Old Country Store exclusive music program.

Printed on glossy paper stock, the 12-inch square calendar opens to 12" x 24" with space to write appointments. The 2011-2012 calendar begins in July 2011 and is available exclusively at Cracker Barrel for \$14.99.

On March 7, 2011, Cracker Barrel released Kenny Rogers' **The Love of God** which debuted at #8 on the Billboard Top Country Albums chart, #2 on the Top Christian Albums chart and at #31 on the overall Billboard 200. In January 2011, Cracker Barrel released **The Grascals & Friends - Country Classics With A Bluegrass Spin** which debuted at #1 on Billboard magazine's Bluegrass Albums chart and at #26 on Billboard's Top Country Albums chart. In November of 2010, Cracker Barrel released Smokey Robinson's **Now & Then** which debuted at #19 on Billboard magazine's R&B chart and was nominated for an NAACP Image Award. September saw the release of the self-titled **Rodney Atkins**, which includes four #1 hits, and also the release of Mandy Barnett's **Winter Wonderland**, which offers up all the authentic sounds of holiday traditions. In July, the company released Craig Morgan's **That's Why-Collector's Edition**, and in May the release of Wynonna's **Love Heals** debuted at #7 on the Billboard Magazine Top Country Albums chart. February's release of **Dailey & Vincent Sing the Statler Brothers** debuted at #1 on Billboard's Top Bluegrass Albums chart, where it spent nine weeks in the top position and 18 weeks overall in one of the three top positions. One of its songs was nominated for a Grammy award®. Over the last few years, Cracker Barrel has released exclusive CDs with Alan Jackson, the Zac Brown Band, George Jones, Montgomery Gentry, Dolly Parton, Bill Gaither, Ricky Skaggs, Aaron Tippin, Alison Krauss & Union Station, Josh Turner, Amy Grant, Kenny Rogers, Sara Evans, and Charlie Daniels.

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 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 599 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-G

For Cracker Barrel
Julie Davis, 615-443-9266
jdavis@crackerbarrel.com

or

For Kenny Rogers
Kirt Webster, 615-777-6995
kirt@websterpr.com

or

Keith Hagan, 917-886-8961
khagan@skhmusic.com

Source: Cracker Barrel Old Country Store

News Provided by Acquire Media