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Cracker Barrel "Best Family Dining Restaurant" Again!

Restaurant Chain Honored for 17th Consecutive Year

LEBANON, Tenn., Aug 01, 2007 (BUSINESS WIRE) --

For the 17th consecutive year, Cracker Barrel Old Country Store(R) ("Cracker Barrel") has been selected by consumers as the Best Family Dining Restaurant in America. The concept, which offers its guests a home-away-from-home atmosphere and delicious, home-style country food, has received this recognition in the annual Consumers' Choice in Chains poll conducted by Restaurants & Institutions magazine.

"It is remarkable enough to receive this honor once, but to receive it 17 times in a row says a great deal about the loyalty of our guests and the caliber of our 70 thousand employees," commented Michael A. Woodhouse, President and Chief Executive Officer of Cracker Barrel. "We serve more than 600 thousand guests every single day, and our employees strive to deliver the Cracker Barrel Brand Promise to each and every one of them. So it is gratifying and humbling to receive this recognition in response to that great effort."

Woodhouse continued, "It's important to stay focused on improving regardless of how well we do in a survey like this. The only way to continue to meet our guests' expectations is to stay focused on providing that unique, warm, and hospitable environment that they have come to expect from us."

For the past 27 years, Restaurants & Institutions magazine has presented its Consumers' Choice in Chains awards. These honors are based on results of a survey of more than 3,100 consumers and their visits to more than 120 of the nation's largest restaurant chains. The results measure opinions on food quality, menu variety, value, service, atmosphere, cleanliness, reputation and convenience.

About Cracker Barrel

Cracker Barrel Old Country Store(R) restaurants provide a friendly home-away-from-home in their 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. is a wholly owned subsidiary of the publicly held CBRL Group, Inc. (Nasdaq: CBRL). Cracker Barrel was established in 1969 in Lebanon, Tenn. Cracker Barrel Old Country Store, Inc. operates 562 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 www.crackerbarrel.com

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