



May 2, 2011

Randy Travis Joins up with Cracker Barrel's Exclusive Music Program

Exclusive CD to Include Award-Winning Hits and Three Previously Unreleased Tracks; Sales Will Support Wounded Warrior Project™

LEBANON, Tenn.--(BUSINESS WIRE)-- Country music star Randy Travis, known for his award-winning hits such as "*Forever and Ever, Amen*," "*I Told You So*," and "*1982*," is releasing his newest CD exclusively with Cracker Barrel Old Country Store®. In addition to having these three hits, the self-titled album, **Randy Travis**, also contains six other hits and three previously unreleased songs for a total of 12 tracks. And because Randy Travis and Cracker Barrel support our military personnel, a portion of the proceeds from sales of this CD will be donated to Wounded Warrior Project™. **Randy Travis** is available starting today at all Cracker Barrel locations nationwide.

Randy Travis has won all of the major country music awards multiple times, including seven Grammy® Awards, 10 Academy of Country Music Awards, five Country Music Association Awards, and eight Dove Awards, and his albums through the years have sold over 20 million copies. He was glad to put together this special collection of hits and new songs for Cracker Barrel guests and pleased that Cracker Barrel will donate a portion of the proceeds to Wounded Warrior Project. "After touring quite a number of our country's military bases and performing repeatedly for our troops, I can tell you that there is nothing as rewarding as doing these shows for our service men and women," said Travis. "The love they have for this country is inspiring," he added, "and I am glad that Cracker Barrel, where I, myself, like to eat, is supporting such a worthwhile project."

"We offer up this newest CD in our exclusive music program in the hopes that Cracker Barrel guests will enjoy some old favorites and discover some new ones," said Cracker Barrel's Senior Vice President of Marketing Chris Ciavarra. "Randy Travis is very popular with our guests, and we like to believe that they will find this to be an exciting CD to add to their collections. We're also pleased to be supporting Wounded Warrior Project by donating a portion of the proceeds from this CD to that organization."

The self-titled **Randy Travis** is the latest in Cracker Barrel's exclusive music program, which features numerous projects. In March of this year, Cracker Barrel released Kenny Rogers' **The Love of God**, which debuted at #8 on the Billboard Top Country Albums chart and #2 on the Top Christian Albums chart. 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.

Tracks on Randy Travis:

1. Forever and Ever, Amen
2. No Place Like Home
3. 1982
4. Better Class of Losers
5. I Told You So

6. I'm Free - Previously Unreleased
7. Forever Together
8. It's Just a Matter of Time
9. She's Okay and I'm Okay - Previously Unreleased
10. Deeper Than the Holler
11. Three Wooden Crosses
12. This Song Doesn't Rhyme - Previously Unreleased

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' dumplins 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 601 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.

About Wounded Warrior Project

The mission of Wounded Warrior Project (WWP) is to honor and empower wounded warriors. WWP's purpose is to raise awareness and to enlist the public's aid for the needs of injured service members, to help injured servicemen and women aid and assist each other, and to provide unique, direct programs and services to meet their needs. WWP is a national, nonpartisan organization headquartered in Jacksonville, FL. To get involved and learn more, visit woundedwarriorproject.org.

CBRL-G

For Cracker Barrel

Julie Davis, 615-443-9266

jdavis@crackerbarrel.com

or

Webster & Associates, LLC

Kirt Webster, 615-777-6995 x230

kirt@websterpr.com

or

For Randy Travis

Tree Paine, 615-214-1500

Tree.Paine@wmg.com

or

For Wounded Warrior Project

Becky Melvin, 904-405-1162

bmelvin@woundedwarriorproject.org

Source: Cracker Barrel Old Country Store, Inc.

News Provided by Acquire Media