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Sponsorship Heats up the Cracker Barrel Old Country Store® Exclusive Music Program

*Brad Paisley's **BEAT THIS SUMMER TOUR Presented By Cracker Barrel Old Country Store®** Hits the Road on May 9*

LEBANON, Tenn.--(BUSINESS WIRE)-- Country music fans are in for a delightful summer treat as Cracker Barrel Old Country Store and Brad Paisley team up for the **Beat This Summer Tour presented by Cracker Barrel Old Country Store®**. From May through August, the tour will travel to 29 cities in the U.S. and Canada with country superstar Brad Paisley and special guests Chris Young and Lee Brice. Additional dates will be announced.

Paisley, a critically acclaimed singer, songwriter, guitarist and entertainer, has earned three GRAMMY® Awards, 14 Academy of Country Music Awards, 14 Country Music Association Awards including Entertainer of the Year for 2010, and three ASCAP Country Music Songwriter/Artists awards. He is a proud member of the Grand Ole Opry. Since his first #1 single in 1999 he has placed 21 singles at the top of the charts, the latest being his current single "Southern Comfort Zone." His 2012 VIRTUAL REALITY WORLD TOUR played to over one million fans in the U.S. and Europe.

Timing and good chemistry brought Paisley and Cracker Barrel Old Country Store together in this new sponsorship venture. The two have a common bond in country music, authenticity and fans. The popular restaurant and retail concept has been growing its business as a non-traditional music retailer since 2003, and is setting a new standard with this tour sponsorship. Some of the sponsorship elements include brand inclusion on tour truck fleet, website and digital promotions, meet-and-greets, in-venue signage, and on-site marketing opportunities.

"Cracker Barrel believes that sponsoring something as special as **Beat This Summer Tour presented by Cracker Barrel Old Country Store®** is a great way to connect our guests with one of their favorite country music stars," says Cracker Barrel Marketing Manager Julie Craig. "Brad Paisley delivers an outstanding fan experience at his shows, and Cracker Barrel Old Country Store is committed to delivering an outstanding guest experience for every guest, every visit. Not only is this the largest tour integration for our exclusive music program, but also the demographics of our audiences are an exceptional match."

Paisley is proud to partner with Live Beyond by donating \$1 from each ticket sale. Live Beyond is a Nashville nonprofit with a mission to provide medical care, clean water, nutritional support and development activities to impoverished communities in Haiti. Go to www.livebeyond.org for more information or to donate.

Live Nation is the national tour promoter. **Beat This Summer Tour presented by Cracker Barrel Old Country Store** on-sale and up-to-date information is available at www.livenation.com or www.bradpaisley.com.

Since 2005, Cracker Barrel has released CDs with a wide variety of artists, some of which have debuted in the top three spots on a range of Billboard magazine's charts including Top DVD Music Videos, Top Country Albums, Top Christian Albums and Top Bluegrass Albums. In addition, **An Evening With ... Dolly** earned a Recording Industry Association of America (RIAA) Gold award, **Dailey & Vincent Sing The Statler Brothers** won "Album of the Year" from the International Bluegrass Music Association (IBMA) and a track on that CD was nominated for a Grammy® award, and Smokey Robinson's **Now & Then** was nominated for an NAACP IMAGE AWARD. Cracker Barrel's exclusive music program includes CDs with Alabama, Rodney Atkins, Jason Michael Carroll, The Charlie Daniels Band, Ronnie Dunn, Edens Edge, Sara Evans, Bill Gaither, Montgomery Gentry, Amy Grant, The Grascals, Merle Haggard, Alan Jackson, George Jones, Alison Krauss & Union Station, Russell Moore & Illrd Tyme Out, Craig Morgan, The Oak Ridge Boys, Kenny Rogers, Ricky Skaggs, Aaron Tippin, Randy Travis, Josh Turner, Wynonna, and the Zac Brown Band. For details visit crackerbarrel.com.

About Cracker Barrel Old Country Store

Cracker Barrel Old Country Store, Inc. 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 621 company-owned locations in 42 states. Every Cracker Barrel Old Country Store® location 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 Live Beyond

Mobile Medical Disaster Relief (MMDR) began as a response to Hurricane Katrina in 2005 with immediate delivery of medical aid and supplies to the affected regions. Since the 2010 Haiti earthquake, MMDR has worked extensively near Port-Au-Prince providing medical care, nutritional support, clean water, and micro-finance. Established as a 501(c)(3) humanitarian organization, MMDR has transitioned its work under a new name, Live Beyond, to reflect a broadened mission as an organization that chooses to Live Beyond ourselves our culture, our borders, and this life so that others can Live Beyond disease, hunger, poverty, and oppression.

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For Cracker Barrel
Jeanne Ludington, 655-443-9115
jeanne.ludington@crackerbarrel.com
or
Essential Broadcast Media
Ebie McFarland, 615-327-3259
ebie@ebmediapr.com
or
For Brad Paisley
Schmidt Relations
Darlene Bieber, 615-851-4917
Darlene@schmidtpr.com

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