



November 1, 2011

Interactive Dolls Play at Cracker Barrel Old Country Store®

Introducing Imagination-Powered Butterflies™ Dolls, No Batteries or Computers Required

LEBANON, Tenn.--(BUSINESS WIRE)-- Batteries are not included, or necessary, for Cracker Barrel Old Country Store's new interactive dolls.



Butterflies(TM) Dolls (Photo: Business Wire)

They don't need electricity or USB ports. These new rag dolls, called Butterflies™, rely on something even more powerful than positive or negative ions to be interactive; they need to be hugged, tucked into bed and will keep all of a child's sweet secrets.

Reminiscent of days gone by with an updated twist, these soft, cuddly 15-inch dolls are powered by a child's imagination.

"Everything interactive today seems to be connected to a web-based or a social media site, and we wanted to create something special but simple to help stimulate a child's imagination and creativity," said Deborah Evans, Vice President and General Merchandise Manager for Cracker Barrel Old Country Store. "There's something magical about the way a child interacts with a doll. There's a unique bond that's created and perhaps something that's missing in today's high-tech world. We believe our Butterflies™ dolls will help re-capture that magic.

"We've spent more than two years creating this special line of dolls, designed to be wholesome, special and huggable," according to Evans. "This is an important initiative for us, and we anticipate featuring these dolls for years to come in our retail locations."

Available exclusively in 608 Cracker Barrel Old Country Store® locations, these eight different huggable dolls come complete with their own story, a unique outfit and an embroidered butterfly on the heart.

"We didn't see many options for a rag doll on the market, and believe there is a place for this type of doll. Butterflies™ are free spirited and always adventurous. Most of all, they're beautiful inside and out. We want little girls to believe in themselves, spread their wings and fly with their imaginations," Evans said.

The launch of the eight dolls includes a ballerina, princess, cheerleader, schoolgirl, slumber party friend, horse lover, farm girl, and mother's helper. Each comes in a uniquely-designed box with the doll's personal story on it. The 15-inch huggable doll weighs approximately six ounces and is surface washable. Dolls are priced at an affordable \$19.99. Additional clothes and accessories for both the dolls and girls age two to six will be available for purchase at all Cracker Barrel Old Country Store® locations as well. "We believe the little girls' apparel will add a delightful touch to the magical world of play pretend and spark hours of interaction with the dolls," adds Evans.

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 restaurants serve up delicious, home-style country food such as meatloaf and homemade chicken n' dumplings as well as the Company's 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 608 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

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50047137&lang=en>

Cracker Barrel Old Country Store
Jeanne Ludington, 615-443-9115
Jeanne.ludington@crackerbarrel.com

Source: Cracker Barrel Old Country Store

News Provided by Acquire Media