



September 14, 2011

Digital Gift Cards Ready to Click with Cracker Barrel Gift-Givers

Ability to Add Personalized Messages and Photos Makes New Gift Cards Special, Even at the Last Minute

LEBANON, Tenn.--(BUSINESS WIRE)-- Technology meets nostalgia on new Cracker Barrel Old Country Store® digital gift cards, and the result offers gift card buyers more choices in appearance, denomination and speed of delivery. Easy to send, receive and to use, the electronic version of Cracker Barrel's traditional plastic gift cards lets purchasers add personal messages and images, schedule delivery of the card for a specific day, time and even share it socially with friends through Facebook.

"Digital gift cards are a natural fit with Cracker Barrel's tradition of anticipating what our guests want and need, as well as our focus on remaining relevant in our guests' daily lives," said Jordan Schneider, Director of Digital Marketing for Cracker Barrel. "Guests who count on us for good country cookin' and genuine Southern hospitality will find the ease of ordering and using our digital gift cards any time they want, any time of day, downright convenient. And if they're caught in a pinch and need a gift right then and there, our digital gift cards can save the day."

Guests visiting crackerbarrel.com/store/gift-cards/ can purchase gift cards in fixed amounts ranging from \$10.00 to \$500.00, then personalize the cards with photos, images and text and schedule delivery right down to date and time. When the purchase is complete, the guest will automatically receive a confirmation email, and the gift card will be sent at the specified time. Recipients simply print out the bar-coded gift card email and present it to a Cracker Barrel cashier upon checkout.

Cracker Barrel chose Transaction Wireless to power its digital gift card program for its unrivaled security, fraud protection and 24/7 customer service. As a leading provider of digital gift card solutions, Transaction Wireless is PCI Level 1 compliant, offering the highest level of security and fraud mitigation. Transaction Wireless will enable Cracker Barrel guests to track their gift card status in real-time, while giving purchasers the ability to easily resend their email gift card if misplaced or accidentally deleted.

"We are thrilled to partner with Cracker Barrel to make its digital gift card program more valuable, secure and relevant, while bringing that warm and friendly, old country store feel found inside its stores to its digital gift card guests," said Doug Schneider, CEO of Transaction Wireless. "With Transaction Wireless, Cracker Barrel customers can be assured their data is safe and their digital gift cards will arrive on time and in the right hands."

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 604 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.

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Source: Cracker Barrel Old Country Store, Inc.

