

## CBRL Group Wins The 2008 American Business Awards<sup>SM</sup> Best Annual Report Award

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The fiscal 2007 annual report is the beginning of a three-year design and communications strategy to demonstrate the power of multi-generational appeal by depicting guests and employees of the Cracker Barrel Old Country Store concept gathered around a brand icon -- a cracker barrel -- enjoying the rich traditions of the Cracker Barrel experience.

The report shows actual guests and employees in candid shots in its restaurants and retail shops enjoying the Cracker Barrel Old Country Store experience. The photos include people of all ages and ethnic backgrounds enjoying themselves while eating, playing checkers, and shopping for that special gift or remembrance.

'The objective of the fiscal 2007 CBRL Group annual report was to demonstrate the strength and uniqueness of the Cracker Barrel Old Country Store(R) brand and why it is outstanding in both the family and the casual dining segments,' said CBRL's Chairman, President and Chief Executive Officer Michael A. Woodhouse. 'We're honored that the Stevie Award judges agreed that this annual report communicated the strength of our brand and the power of our appeal.'

The 2007 CBRL Group, Inc. Annual Report was designed and executed by Kenny Garrison, owner of Garrison Art Direction & Design in the Dallas/Collin County area of Texas. Garrison has handled various aspects of creative direction for CBRL Group and Cracker Barrel for over eight years. The report was written by Dave Sandstedt of Boston, MA.

The American Business Awards are presented in the only national, all-encompassing awards program honoring great performances in business. Nicknamed the 'Stevie' for the Greek word 'crowned,' the awards honor businesses and organizations for their outstanding efforts to connect with their core audiences. More than 2,600 entries from companies of all sizes and in virtually every industry were submitted for the 2008 awards in categories including advertising, corporate literature, investor relations and interactive multimedia initiatives.

Details about The American Business Awards and the list of Finalists and Stevie Award winners are available at [www.stevieawards.com/aba](http://www.stevieawards.com/aba).

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