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WAWA SELECTS POV SPORTS MARKETING AS ITS OFFICIAL SPORTS MARKETING AGENCY OF RECORD

Boutique Firm POV Sports Marketing to Lead Comprehensive Strategy, Vision, Activation

WAWA, Pa. (Jan. 15, 2019) – Wawa, Inc. announced today that it has selected POV Sports Marketing as its official sports marketing agency of record to manage its respective sports partnerships within the corporate footprint, as well as provide strategic counsel into future associations for the brand.

The boutique firm founded by industry veteran Molly (Mullady) Arbogast is dedicated to working alongside brands and properties to optimize their sports marketing solutions. POV Sports Marketing's team boasts decades of industry expertise in areas of sponsorship sales, negotiation, account management, partnership activation, deal valuation, strategy development, promotion and athlete endorsement.

"We're honored to be chosen to lead the sports strategy and vision for such an iconic and admired brand," said POV's CEO Arbogast. "While Wawa has a deep presence in six states and now in Washington, D.C., most of our team shares Pennsylvania roots and a long affinity for the brand – its famous hoagies and coffee, and the passion customers have for Wawa that's evident wherever they have locations. We know it's not uncommon for people to drive out of their way for a Wawa store, and we understand the emotional connection Wawa has with its consumers, and Wawa's strong commitment to community."

"Wawa has worked with Molly Arbogast for many years dating back to her time with the Philadelphia Eagles, and we couldn't be more excited to partner again with her and the team at POV Sports Marketing," said Jim Morey, EVP & Chief Marketing & Brand Officer for Wawa. "The sports marketing insights and expertise that POV's team brings to the table stands out in the Philadelphia market. We are thrilled to be launching this relationship and look forward to working with them on new, strategic partnerships throughout our entire operating area."

With more than 800 convenience retail stores in Pennsylvania, New Jersey, Delaware, Maryland, Virginia, Florida and Washington, D.C., Wawa currently holds relationships with the NHL's New Jersey Devils, NFL's Philadelphia Eagles and MiLB in Florida.

Leading the Wawa business for POV Sports Marketing will be Senior Vice President Greg Coleman, who has extensive experience in strategy, negotiation, marketing and activation of properties within MLB, NBA, NFL, NHL, USOC and college sports. He served nearly two decades in the New York offices of Genesco Sports Enterprises and Lagardère Sports & Entertainment, where he managed comprehensive partnerships for Pepsi, Verizon, T-Mobile and Bridgestone.

About Wawa:

Wawa, Inc., a privately held company, began in 1803 as an iron foundry in New Jersey. Toward the end of the 19th Century, owner George Wood took an interest in dairy farming and the family began a small processing plant in Wawa, PA in 1902. The milk business was a huge success, due to its quality, cleanliness and "certified" process. As home delivery of milk declined in the early 1960's, Grahame Wood, George's grandson, opened the first Wawa Food Market in 1964 as an outlet for its dairy products. [Wawa](#) stores offer a large fresh food service selection, including Wawa brands such as custom prepared hoagies, freshly-brewed coffee, hot breakfast sandwiches, specialty beverages, and an assortment of soups, sides and snacks. In 2018 Wawa ranked #1 in the sandwich category of a Market Force study, making history as the first convenience chain to earn that honor. Wawa was also designated as a 2017 and 2018 Best Place to Work for LGBT Equality by the Human Rights Campaign Foundation. In 2017 and 2018 Wawa was recognized in Forbes as one of America's Best Large Employers, a survey-based ranking of employers offering the best associate experiences and strongest opportunities.

About POV:

POV Sports Marketing assists its brand and property clients through the multi-faceted sports landscape including strategy development, deal evaluation, asset/inventory valuation, partnership management, negotiation, and sales training. To learn more about POV Sports Marketing, including its services, team and proprietary SponsorshipEdge™, visit POVSportsMarketing.com or [@POVsportsmktg](https://twitter.com/POVsportsmktg) on social platforms.

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