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## Wawa Launches New Mobile App and Wawa Rewards Program, Offering Customers a Whole New Way to Connect

**Wawa, PA (January 20, 2015)** Connecting to Wawa your way just got a whole lot easier and more rewarding! Wawa Inc. today announced the launch of two exciting new initiatives-- the **Wawa Mobile App** and **Wawa Rewards program**. The Wawa mobile app which features the Wawa Rewards program on its platform, is now available for free through the App Store for Apple devices and through Google Play for Android devices.

As of January 2015, all of Wawa's more than 680 convenience stores are accepting mobile payments through the new Wawa mobile app, enabling customers to make in-store purchases with more convenience than ever before, using a Wawa Gift Card from their smart phones. In addition to enabling these mobile payments, Wawa's new app allows you to:

- **Manage your Wawa card:** Register a Wawa gift card to earn Wawa Rewards and check your balance. Reload your card anytime.
- **Redeem Wawa Rewards:** Use your rewards in store by redeeming your coupon from your phone.
- **Find a Wawa store near you:** Get hours of operation and directions.
- **Check fuel prices:** Get real-time fuel prices at Wawa fuel stores.
- **View nutrition information:** Plan a meal and find out nutritional content.
- **Connect with friends on social media:** Use social check-in

Most notably, the Wawa app allows customers to access the new **Wawa Rewards program**, offering customers a chance to earn rewards just for purchasing their Wawa favorites! Here's how it works.

- Sign up via the Wawa Mobile App or [WawaRewards.com](http://WawaRewards.com).
- Add a Wawa gift card to your Wawa Rewards account through the app or [WawaRewards.com](http://WawaRewards.com). Get a reward just for adding your first card!
- Pay for your in-store purchases with your registered gift card using the Wawa app or the actual card.
- Get your choice of three rewards for every \$50 spent on qualifying items.

"Part of our commitment to fulfilling customers' lives every day, includes connecting with customers at deeper levels, and we are thrilled to provide new meaningful and time saving technologies that will help us create the added convenience and connection points our customers desire," said Chris Gheysens, Wawa's President and CEO. "We hope the new Wawa app and Wawa Rewards program will further extend the unique bond our associates have established with our customer over the past 50 years, through new forms of connectivity and customer recognition."

### About Wawa's Commitment to Fulfilling Lives

*At Wawa we believe we all have a role in making the world a better place by not only by filling customer orders – but by fulfilling the lives that we touch every day. Because happy, fulfilled and connected people, make happier and stronger communities. Beginning with our first store, Wawa has worked its way into the hearts, minds and fabric of people's lives. Wawa does it around the clock. In 3 and ½ minute doses, every day 24/7, 365 days a year. Wawa is so committed to this concept, it has made fulfilling customers' lives its ultimate purpose and goal – every day.*

**About Wawa, Inc.**

*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 dairy products. Today, Wawa is your all day, every day stop for fresh, built-to-order foods, beverages, coffee, fuel services, and surcharge-free ATM's. A chain of more than 680 convenience retail stores (over 415 offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia and Florida. The stores offer a large fresh food service selection, including Wawa brands such as built-to-order hoagies, freshly-brewed coffee, hot breakfast sandwiches, built-to-order Specialty Beverages, and an assortment of soups, sides and snacks.*

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