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Wawa Celebrates Grand Opening of First Tampa Bay Region Store

State & Local Officials, Key Community Members & Wawa Fans Join Wawa to Celebrate Official Entrance into Tampa Bay with Charitable Hoagie Building Competition and Partnership with Feeding America Tampa Bay

Pinellas Park, FL, (February 8, 2013) – Wawa Inc. today proudly announced the celebration of their official entrance into the Greater Tampa Bay area, with the **grand opening celebration of their first store in the Tampa Bay Region!** Located at the intersection of Grand & Gandy at **3101 Gandy Boulevard, Pinellas Park**, this location is the **first of five Wawa stores** in the Tampa Bay Region to open in **five weeks time**. During this landmark grand opening event, Wawa will be joined by local officials, heroes and community members for a ribbon cutting ceremony, parade of Wawa's history and values, a family-reunion themed fan tent, sampling of Wawa products and a charitable hoagie building competition featuring the Pinellas Park Police Department vs. the Pinellas Park Fire Department.

The grand opening event will also kick off Wawa's partnership with **Feeding America Tampa Bay through Wawa's Lending a Helping Hoagie Campaign**. As Wawa opens five stores in Tampa in five weeks time, they have committed to donating a portion of hoagie sales for these first five stores (up to \$5,000 per store) to Feeding America Tampa Bay, with a goal to raise and donate \$25,000 in five weeks' time to go directly to Feeding America's child hunger programs and Kid's Cafes. According to Thomas Mantz, Executive Director FATB, "We are so happy to partner with Wawa on the Lending a Helping Hoagie campaign! Funds received will go directly to Feeding America Tampa Bay's child hunger programs. Through community initiatives like this campaign, Feeding America Tampa Bay's Kids Café program is able to distribute over 3,000 meals weekly to low income students in Pinellas County. Additionally, Wawa will support the local All Children's Hospital in St. Petersburg, Florida through sponsorship of Nurse Appreciation Week and the monthly "Daisy Award" – nurse recognition program.

"We are thrilled to finally call the Tampa Bay area our new home, and are ecstatic to welcome our new customers to enjoy our unique brand of freshly prepared food service," said Chris Gheysens, Wawa's President and CEO. "Last year we officially entered the sunshine state in Orlando, and since then have been eagerly anticipating extending our commitment to being a good neighbor to the Tampa Bay region. We have been working with the local Feeding America food banks in Florida since March of last year, and we couldn't be happier to take this commitment to the next level through our initial Tampa launch. In addition, we are proud to continue our long-standing support of local heroes – thanking them for the service they provide to the community – including the local fire and police departments – and now the nursing staff at All Children's Hospital."



Grand Opening Event Details

On Friday, February 8, at 10 AM, the grand opening celebration will begin. Senator Jack Latvala, former Governor Bob Martinez, along with Pinellas County Officials, will join Wawa and **Wawa's Mascots Wally Goose & Shorti**, Wawa associates and local community officials for the milestone occasion. Members of the neighboring community Roberts Resort (home to Wawa fans who have relocated to the Mid-Atlantic), will flock to the grand opening via "golf cart" celebrating Wawa's arrival. **The event will proceed as follows:**

- **Wawa's President and CEO, Chris Gheysens**, will take center stage, **discussing Wawa's culture and values.**
- Gheysens will introduce the ***Wawa Through the Ages*** parade, which visually highlights Wawa's key milestones. The parade features associates wearing **oversized foam-board photos of everything from Wawa's famous milk man**, to everyone's favorite hoagies, to the evolution of coffee cups through the years.
- **Wawa's Vice President of Store Operations, Sal Mattera**, will then speak about this **milestone occasion**, and the expected local and community impact Wawa hopes to have throughout Central Florida.
- **Representatives from Feeding America Tampa Bay** will speak about the newfound partnership with Wawa and how they will work together to end hunger in the region. Wawa will be donating a portion of hoagie sales from the first five stores that open in Tampa to the Food Bank with a goal to donate **\$25,000 in five weeks.**

"We can't wait to meet the newest members of our Florida family and are excited to quickly penetrate the Tampa Bay area and simplify our customers' lives," said Chris Gheysens, Wawa's President. "As each location opens, we will further solidify our commitment to filling a void in our new Florida customers' lives, providing them with a level of convenience and appetite appeal our customers have come to rely on us for."

Hoagies for Heroes Competition

The event will conclude with a **Hoagies for Heroes hoagie building competition**, as the **Pinellas Park Police vs. the Pinellas Park Fire Department** will be face off in a battle of bravery, skill and sandwich-making expertise. Each team will be challenged to see who can build the most hoagies in three minutes in the traditional Wawa way. While the winners will receive bragging rights and a large trophy, Wawa will make a \$1000 donation to their selected charities on their behalf.



Central Florida Expansion Plans

Last year, Wawa officially entered the Florida market with the grand opening of six stores in the greater Orlando area. After Wawa's first grand opening in Tampa on February 8, Wawa will continue to penetrate the Central Florida market over the next five weeks with the following grand opening schedule:

Store Number	Address	Grand Opening Date
5107	2901 E. Fowler Ave, Tampa, FL	2/13/2013
5108	8519 US Highway 19, Port Richey, FL	2/20/2013
5109	8330 Ridge Road, New Port Richey, FL	2/27/2013
5115	4026 US Highway 19, New Port Richey, FL	3/6/2013

During each grand opening event, Wawa will invite local officials, heroes and community members to celebrate in the festivities, sample Wawa products and learn about Wawa's expected economic and community impact.

In 2013 Wawa will open 10 stores in Tampa and 15 new Orlando stores. Throughout the Orlando / Tampa markets, Wawa will open 25 stores in 2014 and 25 stores in 2015, and projects it will open 100 stores in the Orlando/Tampa markets in the next five years.

The new stores will each employ more than 35 associates, all of which are new positions brought to the area through the development of the stores. Associates in these full and part-time positions will not only receive competitive salaries and health benefits, but will have the opportunity to be enrolled in Wawa's employee stock ownership plan.

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, everyday stop for fresh, built-to-order foods, beverages, coffee, fuel services, and surcharge-free ATM's. A chain of more than 600 convenience retail stores (more than 300 offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland and Virginia and Central 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 hot, iced and frozen Specialty Beverages, and an assortment of soups, hot sides and snacks.
