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**Wawa Continues to Penetrate Tampa Market with Grand Opening of Sixth Tampa Area Store**

*Wawa Celebrates Sixth Store Opening with Charitable Hoagie Building Competition and  
New Partnership with Big Brothers Big Sisters of Tampa Bay*

**Tampa Florida, FL, (May 8, 2013)** – Wawa Inc. today announced a milestone in its company history—the **grand opening of its sixth store** in the Greater Tampa Area! To mark the occasion, Wawa will hold a grand opening celebration on **Wednesday May 8, 2013 at 10AM** at the new store **located at 401 N. Dale Mabry Highway, Tampa, FL 33609**. Beginning this past February, Wawa officially entered the Tampa Market, opening five stores in five weeks time. The grand opening of its sixth Tampa Area store continues Wawa's expansion throughout the Sunshine State, as Wawa is set to open 14 additional stores in Florida before year's end-- **four in Tampa**, and 10 in Orlando.

During the grand opening event, Tampa Mayor Bob Buckhorn will be in **attendance** along with local officials, members of the **Big Brother Big Sisters of Tampa Bay**, local heroes, and community members for a ribbon cutting ceremony, sampling of Wawa products and a charitable hoagie building competition **featuring the Tampa Fire Department Vs. the Tampa Police Department**. **During the event, Wawa will speak about their new partnership with Big Brother Big Sisters of Tampa Bay, which will include a \$10,000 grant which will fund ten Big / Little “matches” for the program.**

“Our launch into the Tampa Market was met with open arms by our customers, and we couldn't be happier than to continue to provide more and more Tampa Area residents with the convenience and the community partnerships our customers have come to rely on us for,” said Wawa President and CEO Chris Gheysens. “Through our initial launch into Tampa we were able to support Feeding America Tampa Bay with a \$35,000 check to help fight hunger in the Tampa Bay community. Now through our Big Brothers Big Sisters Partnership we are thrilled to be able to provide support to another meaningful organization and further our commitment to be a good neighbor for every area we serve.”

**Grand Opening Event Details**

**On Wednesday May 8 at 10AM**, the grand opening celebration will begin. Wawa associates and local community officials, and community members will be present for the milestone occasion. During the event, Wawa officials will discuss Wawa's commitment to the community and expected local economic impact for the Central Florida Region. A ceremonial ribbon will be conducted by **Mayor Bob Buckhorn** and Wawa officials, marking the opening of the store to the public. Wawa will then present a check to representatives from Big Brothers Big Sisters of Tampa Bay for **\$10,000 to support ten Big / Little matches**.



"We are thrilled to welcome Wawa to the West Tampa community. We know there are so many children who truly need a mentor. And thanks to this new partnership with Wawa, we will be able help more kids stay on the right path," said Stephen Koch, President & CEO of Big Brothers Big Sisters of Tampa Bay.

### **Hoagies for Heroes Competition**

The grand opening event will conclude with a **Hoagies for Hoagie building competition**, as the **Tampa Fire and Tampa Police Department** will 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. Wawa will conclude the Hoagies for Heroes competitions by presenting checks for \$1,000 to the charities of each of the heroes' choices. The Tampa Fire Department is building on behalf of "The Friends of Tampa Fire Fighters, Inc." to raise funds to establish firefighter memorials and programs benefitting the Tampa Bay area; and the Tampa Police Department is building to support Project R.I.C.H. House, a program to provide children with a positive experience including homework assistance, summer camp, annual holiday parties and a food pantry for families in need.

### **Central Florida Expansion Plans**

Wawa's sixth Tampa Grand Opening marks Wawa's 17<sup>th</sup> store in the state of Florida, 11 in Orlando six in the Tampa area. For the remainder of 2013, Wawa will open 14 additional stores in the state of Florida, 10 in Orlando and four in Tampa. In 2014, Wawa plans to open 25 stores in Central Florida, 14 in the Tampa Bay Area and 11 in Orlando. By the end of 2014, Wawa will have 56 stores in Florida, 32 Orlando and 24 in Tampa. Throughout the Orlando / Tampa markets, Wawa projects it will open 100 stores 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.

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### **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 595 convenience retail stores (300 offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland and*



*Virginia and beginning in 2012, 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 Specialty Beverages, and an assortment of soups, sides and snacks.*

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