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**Wawa Marks Official Entrance into the Southwest Florida Region with Grand Opening of
Three Fort Myers-Area Locations**

*Wawa Celebrates Triple Header Grand Opening Event to Feature Charitable Hoagie Building Competition and
Partnership with Harry Chapin Food Bank*

Fort Myers, FL, (April 23, 2015) – Wawa Inc., today announced the latest milestone in its Florida development – the grand opening of its first **three stores in the Fort Myers area—each to open on April 23, 2015—marking its official entrance into Southwest Florida.** The stores will be located at:

- 2370 Colonial Boulevard, Fort Myers, FL
- 12701 S. Cleveland Avenue Fort Myers, FL
- 761 Del Prado Blvd. North, Cape Coral, FL

To celebrate this exciting triple header grand opening event, Wawa will host three in-store celebrations, each which will include a ribbon cutting, charitable *hoagies for heroes* competition benefiting local charities identified by the local fire and police from each area, and launch of its Lending a Helping Hoagie program with the Harry Chapin Food Bank of Southwest Florida. As Wawa opens three stores in the Fort Myers area, the Wawa Foundation, Wawa's non-profit foundation through which all charitable giving is funneled, has committed to donating a portion of hoagie sales for these three stores (up to \$5,000 per store) to Harry Chapin Food Bank, with a goal to raise and donate \$15,000 in one week and help fight hunger in the Fort Myers community.

"We are thrilled to celebrate this tremendous milestone in our sunshine state expansion, as we open our hearts and doors in the Southwest Florida region," said Chris Gheysens, Wawa's President and CEO. "This significant step into a new part of the Florida market not only furthers our ability to invest in Florida by building new stores and creating more jobs, but allows us to serve more communities and fulfill more lives each day. We are honored and excited to open three stores on the same day, and welcome our new neighbors three times over."

Wawa's Continued Florida Expansion

As a part of the celebration, Wawa's President and CEO Chris Gheysens will discuss the company's continued expansion into Florida market. Since its entrance into the Florida market in July of 2012, Wawa has opened 62 stores. By year's end, Wawa will have opened 25 new stores in the Sunshine State at the conclusion of 2015. By 2016, Wawa expects to hit the milestone of its **100th store** open in the state of Florida, and during that year begin to break ground in the Southeast portion of the state.

Wawa Fort Myers Grand Opening Events Details

On Thursday April 23, 2015 the Fort Myers Grand Openings will proceed as follows:

- 2370 Colonial Boulevard, Fort Myers, FL at 10:00 a.m.
- 12701 S. Cleveland Avenue Fort Myers, FL at 12:30 p.m.
- 1622 NE Pine Island Road, Cape Coral, FL at 3:00 p.m.



At each event, representatives from the **Harry Chapin Food Bank of Southwest Florida**, City of Fort Myers and Lee County, and Cape Coral **police and firefighters**; Wawa associates and customers; and Wawa's mascot, Wally Goose, will join in a ceremonial ribbon cutting at each of the locations. **The events will proceed as follows:**

- Wawa associates and community members will join in a parade of Wawa history and Florida milestones.
- **Wawa Leadership** to share a special message about Wawa's continued expansion into the Southwest Florida region and the continued creation of new jobs
- Remarks by **Chairman of the Lee County Board of County Commissioners Brian Hamman** and Fort Myers Officials
- Representatives from The Wawa Foundation will announce the ***lending a helping hoagie*** program
- The City of Fort Myers firefighters and police officers, followed by the **Hoagies for Heroes** hoagie building contest to benefit local charities involving representatives from the **Fort Myers Police and Fire Departments, Lee County Sheriff's Office and the South Trail Fire & Rescue Service Division** and charities selected by the **Cape Coral firefighters and police officers**
- **Wawa's President & CEO, Chris Gheysens** will discuss Wawa's expansion in Florida.

Hoagies for Heroes Competition

The event will include a **charitable Hoagies for Heroes triple header contest**, as representatives from local fire and police, or their designated charity representatives, 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 making charitable donations on behalf of the winning team's choice.

Each new Wawa store will employ nearly 50 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'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. 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. A chain of over 680 convenience retail stores (420 offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia and Florida. Wawa has quickly become an integral part of the Florida Community, with over 62 stores throughout the Orlando and Tampa Markets, plans to launch throughout the Southwest Coast and Daytona, the creation of more than 2,000 jobs, and the donation of more than \$1 Million in charitable contributions. The winner of the 2013 Beautification Award for District 1 in Orlando, Wawa is proud to be recognized for its continued commitment to enhancing the Orlando community environment through litter prevention, waste reduction and recycling, and beautification.

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