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Wawa Continues to Spread its Wings in Tampa Bay Region with Second Grand Opening Celebration
Wawa Celebrates Second of Five Stores to Open in Five Weeks with USF Show Band Performance, Charitable Hoagie Building Competition between Tampa Police and Firefighters, and Feeding America Tampa Bay Partnership

Tampa, FL, (February 13, 2013) – Wawa Inc. today proudly announced the opening of its second store in the Tampa Bay Region and the first store to open in the City of Tampa! Located near the University of South Florida at 2901 E. Fowler, Tampa, this location is the **second of five Wawa stores** in the Tampa Bay Region to open in **five weeks time**. On Wednesday February 13th at 10AM, the festivities will begin, with the USF band performance taking place at 9:30AM.

During the grand opening event, Wawa will be joined by **Commissioner Sandy Murman, Vice Chairman of the Hillsborough County Commission**, the **University of South Florida's Show Band, Cheerleaders, and Mascot Rocky D. Bull**. Local officials, heroes and community members will also be present for a ribbon cutting ceremony, parade of Wawa's history, a family-reunion themed fan tent, sampling of Wawa products and a charitable hoagie building competition featuring the Tampa Police Department versus the Tampa Fire Rescue.

The grand opening event will continue 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 the Tampa Bay area.

"We were so delighted with the warm welcome we received with our first opening in the Tampa Bay area and we are thrilled to open our second store near the USF campus and to have the University Show Band to be part of our grand opening festivities!," said Chris Gheysens, Wawa's President and CEO. "With the second opening, we also continue our *Lending a Helping Hoagie* program to donate funds to the Feeding America food banks in the Tampa Bay area.



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.”

Grand Opening Event Details

On Wednesday, Feb. 13, at 10 AM, the grand opening celebration will begin. **Commissioner Sandy Murman, Vice Chair of the Hillsborough County Commission**, will join Wawa officials and Wawa’s Mascots Wally Goose & Shorti, USF’s mascot Rocky the Bull, USF Cheerleaders, Wawa associates and community members for the milestone occasion.

- Wawa’s Director of Store Operations, Todd Souders, will take center stage, discussing Wawa’s culture and values.
- Souders 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 Sal Mattera, Vice President of Store Operations for Wawa. “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 **Tampa Police vs. the Tampa 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 – a memorial for fallen Fire Fighters.



Florida Expansion Plans

Wawa will continue to penetrate the Tampa Bay market over the next five weeks with the following grand opening schedule:

Store Number	Address	Grand Opening Date
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.
