



December 22, 2016

For Immediate Release

Harmelin Media to Represent Wawa

Philadelphia, PA – Harmelin Media announced that they have been selected as Wawa's Media Agency of Record effective January 1, 2017.

Harmelin will be responsible for various media channels including TV, radio, out-of-home, digital channels and sports sponsorships. External View Consulting Group, a national agency search consultancy, assisted in managing the agency search process.

"We are looking forward to working with Harmelin Media in continuing our growth and supporting the Wawa brand," said Lisa Wollan, Head of Consumer Insights and Brand Strategy for Wawa.

Mary Meder, President at Harmelin Media said, "We are thrilled to be working with Wawa – they are an iconic brand and their culture meshes so well with Harmelin's. We look forward to delivering results and continuing to innovate for Wawa through new and strategic media formats."

ABOUT HARMELIN MEDIA

Harmelin Media specializes in strategic media solutions, and has more than 30 years of experience helping clients navigate a rapidly changing media landscape across traditional, digital and lifestyle forms. The firm has grown to more than \$540 million in billings and 220 employees with a diverse client roster including Fortune 500 companies and is now one of the largest independent media service firms in the United States. For more information, visit www.Harmelin.com, or connect with us on Twitter [@harmelinmedia](https://twitter.com/harmelinmedia) or Facebook www.facebook.com/HarmelinMedia.

ABOUT WAWA

Wawa, Inc., a privately held company, began in 1803 as an iron foundry in New Jersey and evolved into dairy farming in Wawa, Pa, in 1902, followed by the first Wawa Food Market in 1964 in Folsom, PA. Today, Wawa is famous for fresh, built-to-order foods, beverages, coffee, fuel services, and surcharge-free ATM's. A chain of more than 730 convenience retail stores (over 500 offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia and Florida. All stores offer a selection of fresh foods, 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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