



New Jersey Devils and Prudential Center Announce Partnership with Wawa

Wawa to be Official Breakfast Sandwich of the Hockey Club and Arena

NEWARK, N.J. (November 1, 2016) – The New Jersey Devils, Prudential Center and Wawa, Inc. today announced a multi-year agreement naming Wawa a proud partner and the Official Breakfast Sandwich of the three-time Stanley Cup Champion hockey club and world-renowned arena in Newark, N.J. As part of the partnership, Wawa and the Devils will team up on promotions throughout the year providing fans attending events at Prudential Center with a unique experience.

"As the state with the most Wawa stores and the home of some of Wawa's first locations, our history is deeply rooted in New Jersey, and we are thrilled to have a partnership with the true Jersey team, the New Jersey Devils," said Chris Gheysens, Wawa President & CEO. "As we continue our expansion into North Jersey, we hope this partnership with Prudential Center and the Devils will allow us to make more connections with more customers than ever before, and introduce some of the best fans in hockey to more of Wawa's built-to-order foods, beverages, coffee, built-to-order breakfast hoagies, wraps and our famous Sizzli® Breakfast Sandwich."

"As a Jersey kid who grew up on Shorti Hoagies I couldn't be more thrilled to welcome Wawa to the Devils and Prudential Center family," said Adam Davis, Chief Revenue Officer, New Jersey Devils and Prudential Center. "Our One Jersey movement is about celebrating the best of New Jersey and Wawa certainly fits that bill. We look forward to creating a fun, engaging partnership that helps Wawa reach a new audience."

Throughout the season, the Devils, Wawa and the Prudential Center will work together to add value to the fan experience through a variety of promotions, including opportunities to receive Wawa coupons and fan gear. Wawa will also have a presence at Prudential Center through signage and other activations during events throughout the year.

"Today, Wawa operates 241 stores in New Jersey and has significant plans for expansion throughout the Garden State, including a special emphasis on building up our presence in the North Jersey market," said Gheysens. "We couldn't be more excited to spread our wings into the communities of Devils' fans throughout the state."

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. In 2015, Wawa was named “America’s Most Beloved Convenience Store” by a Market Force study of 7,000 consumers, and in 2016 Wawa was recognized in Forbes as one of America’s Best Large Employers, a survey-based ranking of employers offering the best associate experiences and strongest opportunities. A chain of more than 700 convenience retail stores (500 offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia and 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.

About the New Jersey Devils

The New Jersey Devils are part of the 30-team National Hockey League, with teams throughout the United States and Canada. Established in 1982, the team is in its 34th season in the Garden State. During that time, the Devils have won three Stanley Cup Championships: 1995, 2000 and 2003. For more information about the Devils, visit NewJerseyDevils.com and follow the team on [Facebook](#), [Twitter](#) and [Instagram @NJDevils](#).

About Prudential Center

Prudential Center is a world-class sports and entertainment venue located in downtown Newark, New Jersey. Opened in October 2007, the state-of-the-art arena is the home of the National Hockey League’s (NHL) three-time Stanley Cup Champion New Jersey Devils, Seton Hall University’s NCAA Division I Men’s Basketball program, and more than 175 concerts, family shows and special events each year. Ranked in the Top 10 nationally by Pollstar, Billboard and Venues Today, Prudential Center is recognized as one of the premier venues in the United States, and welcomes 1.75 million guests annually. For more information about Prudential Center, visit PruCenter.com and follow the arena on [Facebook](#), [Twitter](#) and [Instagram @PruCenter](#).

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