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Wawa Takes a Stand in Preventing Credit Surcharges for Fuel

Wawa launches Advertising Campaign to Alert consumers about Surcharge Fees

Wawa, PA. (June 1, 2009) – Wawa, Inc. today announced that beginning June 1st, they will launch a No-Surcharge advertising campaign, in an effort to educate customers about fees that an increasing number of retailers charge when customers purchase fuel with credit cards. The practice is to post a fuel price that seems low; when the transaction is paid for with credit, however, several cents per gallon are added with minimal disclosure. Wawa, on the other hand, offers one low price for both cash and credit – and never imposes a credit surcharge in any of their 270 stores with gasoline.

Through billboards, banners, and full-page newspaper ads in select New Jersey markets, Wawa will alert customers to be on the lookout for credit surcharges and draw attention to a price structure that can be confusing. The advertising campaign will take place in Sicklerville, Blackwood, Williamstown, and Turnersville, New Jersey.

“At Wawa we are committed to simplifying the lives of our customers, and in some cases, this means making concepts as easy to understand as possible,” said Howard Stoeckel, Wawa’s President and CEO. “We realize people might not be aware that they are paying more for gasoline when using credit and that retailers may be advertising their cash price, not the price customers will actually pay if they use a credit card. We are encouraging people to pay attention to the fine print, and let all customers know that there is never a surcharge for paying for fuel with credit at Wawa.”

Wawa has a long history of avoiding surcharges going back to 1995, when the first ATM’s were installed in stores, and Wawa refused to apply an upfront surcharge to our customers. Since then, Wawa has remained committed to offering one low price for both cash and credit – and never imposing a credit surcharge.

“We believe in pricing that is fair and simple to understand, which is consistent with our core purpose and our core values,” said Stoeckel. “We will continue to be driven by our desire to delight our customers by providing the best pricing possible for fuel and other products that we carry.”

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 operates more than 560 stores in Pennsylvania, New Jersey, Delaware, Maryland and Virginia.

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