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CONTACT: Lori Bruce
Wawa, Inc.
610.358.8039
lori.a.bruce@wawa.com

Wawa Announces Director of Store Operations for Florida Market

Wawa Veteran Todd Souders to Lead Wawa's Flight South to Florida

Orlando, FL, (October 24, 2011) –Wawa Inc. today announced that Wawa veteran, Todd Souders, will lead the Florida team as Director of Store Operations. With this new position, Souders will be responsible for the operations of all Florida stores, after they open, which will employ an average of 35 – 40 associates. Souders will also be responsible for staffing and training and assisting with grand openings to come over the next several years.

Souders has been with Wawa for more than 11 years. He started his career as a manager trainee and went on to manage several Wawa stores in the southeast Pennsylvania market. He went on to hold additional management level positions in both Store Operations and Marketing. Most recently, he was responsible for space planning and merchandising for the Marketing department.

“I’m delighted to announce that I’m officially now a Florida resident – having settled on my house just a few weeks ago,” said Souders. “I’m looking forward to fostering new relationships here in Florida and simplifying the lives of customers with our commitment to providing the highest level of service, convenience and most appetizing options out there for years to come!”

During the next several months, Souders will be involved in the planning of initiatives related to training, staffing, and community outreach. He will be working towards the first wave of grand openings in the summer of 2012.

“I’m truly excited to be here,” said Souders. “This is a great area with great people, and we are really looking forward to introducing the concept of Wawa right here in the Orlando market first; and throughout the Central Florida Region.”

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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