



FOR IMMEDIATE RELEASE

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Wawa Hosts 2nd Annual Hoagiefest: A Celebration of Peace, Savings and Shortis
Summer Festivals Honor the Great Hoagie Tradition throughout Mid-Atlantic Region

Wawa, PA. (June, 2009) – In response to the tremendous success of last year’s campaign, Wawa is bringing its 1960s-inspired Hoagiefest out of its stores and direct to its customers at four Hoagiefest Events hosted throughout the summer in Philadelphia, Ocean City, Md., Virginia Beach, and Egg Harbor Township, N.J. These one-day festivals were created to pay tribute to the almighty hoagie, bringing together hoagie fanatics across the region to celebrate their love of Wawa and commemorate a summer of peace, savings, and Shortis.

Attendees are invited by Wawa and its tie dye-clad associates to sing and dance to original Hoagiefest songs, as well as to tour an exhibit featuring imagery and photos of famous hoagie moments in history. In addition, the Hoagiefest tour will feature **a mile** of Wawa Hoagies served free throughout the four stops. That’s a **¼ mile long hoagie** at each event!

Hoagiefest Events

Among the activities featured at each Hoagiefest are:

Hoagiefest Morning Build

Before each event begins, Wawa Associates will prepare to pay tribute to the all-mighty hoagie by building a ¼ mile long Hoagie to serve to the crowd later that day. Hundreds of pounds of ingredients will be featured as dozens of Associates begin building the Hoagiefest feast at 5:30 a.m., in the stores on the site of the Hoagiefest Events. The Hoagiefest feast will be loaded onto a refrigerated truck to serve to attendees free later that day.

Hoagiefest Time Capsule

Wawa's President and CEO, Howard Stoeckel will officially kick off each Hoagiefest Event with words about Wawa's great hoagie tradition, a tradition made possible by a love of building — and eating — every Wawa

Hoagie. To honor this tradition properly, associates will bury a **Hoagie Time Capsule** at the conclusion of each event, filled with Hoagies as well as other meaningful Wawa items.

"Woodstock is celebrating its 40th anniversary this year, and Wawa is celebrating the 45th anniversary of our very first store in 1964, so a 1960s theme is a perfect fit for Hoagiefest," said Howard Stoeckel, Wawa's President and CEO. "Just as we have since the 1960's, we create all of our products with the passion and love we feel for our company and our food. The time capsule is a way for us to reflect the importance of this occasion and capture this feeling for generations to come."

Kara-hoagie

Throughout the event, Wawa will host "Kara-hoagie" contests, a fun spin on karaoke that makes everyone a part of the Hoagiefest event. Contestants will be invited to "sing" their favorite hoagiefest songs using a karaoke machine, and there will be a contest for customers and associates all vying to win a Month's Supply of Hoagies!

Hoagiefest Heroes - Relay for the Community:

As a fitting conclusion to each Hoagiefest Event celebration, local police officers, firefighters and other key community heroes will come together for the ultimate hoagie eating competition, squaring off against each other (two teams of four) to see which team can eat the **four** featured Hoagiefest Shorti Hoagie varieties in the fastest amount of time. The Hoagiefest Heroes competition will be a relay race, as community heroes attempt to eat and cross the finish line after finishing the hoagies. They are eating their hearts out for their communities! Win or lose, Wawa will make a charitable donation on behalf of each team, to the community cause of their choice.

Giveaways and Prizes

Each Hoagiefest event will feature exciting Giveaways including, Hoagiefest t-shirts, Bumper Stickers, and CD's of Hoagiefest Music, as well as exciting prizes including, cash awards to charities and one month's worth of hoagies to Hoagiefest Kara-hoagie winners.

Hoagiefest Event Tour Schedule

- **Wednesday June 24, 2009:** 2600 Grant Avenue, Philadelphia, PA
- **Thursday July 2, 2009:** 12502 Ocean Gateway West, Ocean City, MD
- **Thursday, July 9, 2009:** 2954 Virginia Beach Boulevard Virginia Beach, VA
- **Wednesday July 15, 2009:** 5100 English Creek Avenue, Egg Harbor Twp, NJ

About Hoagiefest

Hoagiefest is a harmonious campaign celebrating the almighty hoagie with special price promotions and events carried on throughout the summer. Beginning June 1st and running through July 26, a different Wawa Shorti will be

featured every two weeks for just \$2.99. To bring the love and serenity imbued in every hoagie bite to all of its loyal customers, Wawa has created a microsite, completely dedicated to Hoagiefest. Customers can now enter into an interactive hoagie world and experience all the peace, love, and provolone anyone could ever want by logging onto **Wawa.com** and clicking directly on **Hoagiefest.com**. Hoagiefest is going on in all of Wawa's 570 stores throughout Pennsylvania, New Jersey, Delaware, Maryland, and Virginia and runs through July 26th.

"We're thrilled to host our second annual Hoagiefest Campaign. It's a way to thank our associates and customers for the unconditional love imbued in the building and eating of every single Hoagie made in our stores," said Stoeckel. "It's all about bringing our customers their favorite hoagies at an incredible value, in a time when reasonable prices matter most."

Hoagiefest.com

Think you've journeyed back to the psychedelic 1960's? You've actually entered Hoagiefest.com, an online spectacle filled with the colors, songs and images of the 1960s hippie culture that uniquely come together to celebrate the spirit of the hoagie. With the click of a mouse customers can learn about the Hoagiefest campaign and experience a host of interactive, fun features of the site such as:

- 1960s inspired images and moving icons
- A contest to submit your own original song or lipsync a video devoted to the hoagie
- A menu detailing the promoted hoagies
- A "tour schedule" detailing the Hoagiefest event dates
- Three custom Hoagiefest songs to download and enjoy
- A Facebook application featuring the Hoagiefest campaign

In addition to promoting the campaign through Hoagiefest.com, Wawa will feature Hoagiefest billboards, banners, truck wraps and radio ads. Wawa associates will also join in the spirit as well, proudly wearing tie-dyed t-shirts throughout the eight week campaign. Due to numerous requests – a customer version of the Hoagiefest shirt is also available for purchase on wawa.com for a limited time.

Upcoming Hoagiefest Feature Flavor Dates

- Italian: 6/1 – 6/14
- Cheesesteak: 6/15 – 6/28
- Turkey: 6/29 – 7/12
- Meatball: 7/13 – 7/26

For more information log on to www.hoagiefest.com

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 570 stores in Pennsylvania, New Jersey, Delaware, Maryland and Virginia.

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