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Wawa's Billion Dollar Savings Parade

Wawa Holds Historic March with PNC Bank to Celebrate One Billionth Surcharge-Free ATM Transaction and More Than One Billion Dollars Saved in ATM Fees for Customers

Wawa, PA. (April 14, 2010) – Wawa, Inc. announced that its ATM transactions are on pace this month to surpass an extraordinary milestone: the **one billionth transaction** using Wawa's surcharge-free PNC Bank ATMs. Through the years, Wawa and PNC customers have collectively saved more than \$1.3 billion in potential ATM surcharge fees. To celebrate this milestone, Wawa is hosting with PNC Bank a **Billion Dollar Savings Parade** on April 14 led by Wawa President & CEO, Howard Stoeckel and PNC Regional President Bill Mills down Arch Street in Philadelphia that will conclude with a ceremonial one billionth surcharge free transaction made by historic Philadelphian, Ben Franklin, at the 17th and Arch Wawa store. In addition, Wawa customers using any PNC Bank ATM in its Wawa stores during the week following the parade will have a chance to win a Wawa beverage instant win golden coupon for a free 16 oz. Wawa iced tea or fruit drink with each transaction. These golden coupons will be dispensed randomly out of all Wawa ATM machines in all of its 570 stores.

Wawa Billion Dollar Savings Parade

On Wednesday, April 14, at 10:30 AM Wawa's *Billion Dollar Savings Parade* will begin! The event fittingly comes during tax month, when saving is more top of mind than ever for everyone across the country. Stoeckel and Mills will lead the savings parade from Love Park in Philadelphia to the Wawa store at 17th and Arch Street. Highlights of the parade will include:

- Philadelphians dedicated to savings will march alongside Wawa customers, store associates, Philadelphia police officers, and marquee participants Ben Franklin and Wawa mascot Wally Goose, as well as mascots from other regional favorites, including Tastykake, Herts and local Minor League Baseball teams.
- A Mummers band will provide the musical entertainment for the parade, a reminder that saving over one billion dollars in surcharge fees is music to customers' ears.

Upon arrival at the Wawa store, participants will walk up a red carpet leading to a PNC Bank ATM dressed up in a tuxedo to mark the milestone occasion. Ben Franklin, Philadelphia's very own symbol of savings and frugality, will

read a declaration from Wawa asserting everyone's inalienable right to surcharge-free banking before making the ceremonial one billionth surcharge-free transaction.

"While most people associate Wawa with quality products and the coffee and hoagies they can't live without, for many customers, Wawa's surcharge-free ATMs are a way of life," said Stoeckel. "In fact, we have three times the traffic to ATMs in our stores than all other banks in the region have to their ATMs. Our ATMs have truly become a source of convenience and savings that our customers can't live without and we are thrilled to celebrate our commitment to providing customers with the highest level of value and convenience possible."

"PNC's long-standing partnership with Wawa is solidified by the shared understanding of knowing our customers' needs and providing them ease and convenience so that they can achieve their goals," said Mills. "We are pleased to celebrate this monumental milestone and look forward to continuing to serve Wawa customers with their banking needs."

Wawa first began its banking partnership with PNC Bank in 1985. In 1996, Wawa implemented its ATM program in all stores, never imposing an upfront surcharge. Since then, Wawa has been providing surcharge-free transactions to all of its customers in five-states – making it a pioneer in the surcharge-free, value arena for the Delaware Valley.

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.

About PNC Bank

PNC Bank, N.A., is a member of The PNC Financial Services Group, Inc. (www.pnc.com) and is one of the nation's largest diversified financial services organizations providing retail and business banking; residential mortgage banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management; asset management and global fund services.

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