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## Wawa Launches Prices You Can Trust Campaign throughout Greater Philadelphia

Wawa Launches Campaign to Alert Consumers about Surcharges When Paying Credit for Gas

**Wawa, PA. (August 17, 2009)** – Wawa, Inc. today announced that beginning August 17th, they will launch a *Prices You Can Trust* advertising campaign in the Greater Philadelphia area, in an effort to educate customers about fees that an increasing number of retailers charge when customers purchase fuel with credit cards. Some retailers post fuel prices on signage that reflects a lower price associated only with cash purchases. When the transaction is paid for with credit, however, several cents per gallon are added with minimal disclosure. Wawa, 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 the Philadelphia area, Wawa will alert customers to be on the lookout for credit surcharges and draw attention to a price structure that can be confusing. The campaign will explain that at Wawa gas is always the same, low, price whether you pay with credit and cash, so the pricing structure is always competitive and straightforward.

“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 at Wawa you always get gas for the same low price, whether paying with cash or credit.

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.

“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, at prices you can trust.”

For more on Wawa's *Prices You Can Trust* Campaign visit the Journal of Wawa CEO, Howard Stoeckel, at <http://www.wawa.com/Blog/default.aspx>.

### **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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