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## WAWA PARTNERS WITH CBS-3 TO PROMOTE BROTHERLY LOVE

*Weekly News Segment Recognizes Wawa's Historical Commitment to Helping the Communities it Serves*

**Philadelphia, Pa. (March 23, 2009)** – Wawa Inc. today announced that it has partnered with CBS-3 to support a weekly TV news segment, *Brotherly Love*, that highlights individuals and organizations throughout Greater Philadelphia dedicated to serving the local community and helping those in need. The partnership between the Wawa and CBS is based on two main components--1) The featuring of Wawa's community initiatives throughout the year and 2) the encouragement of the public to submit their own examples of brotherly love initiatives. Overall, the segment is being developed to rekindle a sense of community and brotherly love among the public by profiling companies like Wawa and others who lead by example.

"Our historical commitment to supporting the communities we serve is one of our founding principles," said Howard Stoeckel, Wawa President and CEO. "Wawa is proud to have created a legacy of doing things just a little bit better for the community, and we are particularly proud to be part of this new initiative in a time when it is more important than ever to help those in need."

The inaugural *Brotherly Love* segment highlights Wawa's historical commitment to supporting the communities it serves through charitable donations, in-store collections, product donations, fundraisers, and associate volunteerism. The series will continue to profile Wawa's community efforts throughout the year, including Wawa's participation in and support of the Cystic Fibrosis Stair Climb, Susan G. Komen Race for the Cure, Children's Miracle Network, Juvenile Diabetes Research Foundation, the Check Out Hunger Campaign, and Red Cross Disaster Relief.

"One of Wawa's six core values is to 'do the right thing' and at Wawa doing the right thing means being a good neighbor," said Stoeckel. "To honor this commitment, each year Wawa supports more than 100 organizations and partners with local food banks like Philabundance to help feed thousands. This commitment is extended through the *Brotherly Love* series as a way of engaging the public and mobilizing the community."

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For details on the *Brotherly Love* series, visit <http://cbs3.com/brotherlylove>.

**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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