



FOR IMMEDIATE RELEASE

Wawa Hosts Third Hoagiefest Tour: A Celebration of Peace, Savings and Shortis

Summer Festivals Honor the Great Hoagie Tradition throughout Mid-Atlantic Region

Wawa, PA. (June 2010) – For a third year, Wawa is taking its 1960s-inspired Hoagiefest on the road with stops this summer at stores in Rio Grande, NJ; Toms River, NJ; Sandston, VA; Philadelphia, PA, and Lewes, DE. These one-day festivals pay tribute to the almighty hoagie, bringing together hoagie fanatics from across the region to celebrate their love of Wawa and commemorate a summer of peace, savings, and Shortis. Hoagie lovers are invited to join Wawa and its tie dye-clad associates in singing and dancing to original Hoagiefest songs and competing for fun prizes as they feast on a quarter mile long hoagie served free at each event! Wawa will kick off each Hoagiefest Event by donating a truckload of food and beverages to a local food bank.

Activities featured at each Hoagiefest include:

Hoagiefest Morning Build

On the morning of the big day, Wawa Associates will rise early and join together to build a quarter mile long hoagie to serve the crowd that day. Dozens of associates will create a Hoagiefest feast from hundreds of pounds of ingredients that will be loaded onto a refrigerated truck and served free to attendees that day.

Fun, Games, and Giveaways

Hoagie fanatics can enter the Hoagiefest Poster Contest, to be held on site at each Hoagiefest location, for a chance at groovy Wawa prizes. Each Hoagiefest event will also feature carnival games, a hoagie history display, and a special appearance by Hoagieman in his Hoagie-mobile. Hundreds of attendees will also receive exciting giveaways including Hoagiefest t-shirts, bumper stickers, CDs, and more.

Hoagiefest Heroes – Charity Hoagie Building Contest

Each Hoagiefest celebration will conclude with the ultimate hoagie building contest between local police officers, firefighters, and community leaders who will square off to see who can build the most Wawa hoagies in three minutes. Win or lose, Wawa will make a charitable donation on behalf of each team, to the community cause of their choice.

Hoagiefest Tour Schedule

- **Thursday, June 3, 2010:** 3601 Route 9 South, Rio Grande, NJ 08242
- **Friday, June 11, 2010:** 2302 Route 37 East Dover Twp, Toms River, NJ 08753
- **Thursday, June 17, 2010:** 500 S. Airport Drive, Sandston, VA 23150
- **Wednesday June 30, 2010:** Philadelphia, PA (Hoagie Day, Wawa Welcome America)
- **Friday, July 16, 2010:** 17663 Dartmouth Drive, Lewes, DE

About Hoagiefest

Hoagiefest is a harmonious campaign celebrating the almighty hoagie with special price promotions and events carried on throughout the summer. Beginning May 24 and running through August 1, two different Wawa Shortis will be featured every two weeks for just \$2.99 at all of Wawa's 572 stores throughout Pennsylvania, New Jersey, Delaware, Maryland, and Virginia. The 2010 Hoagiefest lineup includes:

- Ⓢ Check out the groovy line-up:
 - NEW! to the line-up: Roast Beef Shorti: 5/24 thru 6/6
 - Cheese steak Shorti: 6/7 thru 6/20
 - Turkey Shorti: 6/21 thru 7/4
 - Meatball Shorti: 7/5 thru 7/18

New for this year, the Italian Shorti will be \$2.99 for the entire 10 weeks!

"Wawa is thrilled to host our third Hoagiefest campaign – we can't think of a better way to thank our associates and customers for their devotion to Wawa hoagies," said Wawa President and CEO Howard Stoeckel. "It's all about celebrating our customers' good taste and treating them to their favorite hoagies at an incredible value."

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 – check it out at 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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