



**FOR IMMEDIATE RELEASE**

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## **Six Customers Named Winners in Wawa's Hoagiefest Contest**

*Wawa Hosts Celebration Lunch with CEO to Honor Winners*

**Wawa, PA. (August 10, 2009)** – Wawa, Inc. today announced the winners of their Hoagiefest Music Contest. David Haynie of Monroeville, New Jersey won first place prize in Wawa's Hoagiefest contest in the category of Best Video, for a piece entitled, [Sub-Terranean Hoagie Blues](#). Evan Emerle of Barrington, New Jersey won second place prize in Wawa's Hoagiefest contest in the category of Best Video, for a piece entitled [I Love Wawa](#). Michael Hornfeck of Jackson, New Jersey won third place prize in Wawa's Hoagiefest contest in the category of Best Video, for a piece entitled, [The Hoagiefest Experience](#). Kevin Metz of Harleysville, PA won first place prize in Wawa's Hoagiefest contest in the category of Best Song, for a piece entitled, [The Wawa Rap](#). Nicholas Franchi of West Chester, Pennsylvania won second place prize in Wawa's Hoagiefest contest in the category of Best Song, for a piece entitled [Gotta Have A Wawa](#). Daniel Smith of Philadelphia, Pennsylvania won third place prize in Wawa's Hoagiefest contest in the category of Best Song, for a piece entitled [Don't Call 'Em Heroes](#).

Wawa's Hoagiefest contest ran for four weeks, during Wawa's in-store Hoagiefest Campaign. The contest challenged hoagie fanatics to create and submit an original song about Wawa and Hoagiefest or make a video to one of Wawa's official Hoagiefest tunes for a chance to win Wawa prizes, including free hoagies for a year and a chance to be featured on Wawa.com. Wawa customers and fans then logged on to Hoagiefest.com and voted for their favorite song or video. Out of 64 total entries, David is one of just six winners, three in the category of original song and three in the category of best video.

In celebration of their accomplishment, Wawa invited the six winners to Wawa's corporate headquarters on Monday, August 10, 2009 for a private luncheon with Wawa's CEO, Howard Stoeckel, and members of Wawa's marketing team. After dining with the Wawa team David and his fellow contest winners were inducted into the Hoagie Hall of Fame, to officially commemorate their place in Wawa's Hoagie History.

"We are thrilled to celebrate our Hoagiefest contest winners and were truly blown away by the creativity and enthusiasm of their entries," said Howard Stoeckel, Wawa's President and CEO. "These individuals are the winners

of our first ever Hoagiefest contest, making them a forever part of Wawa's great Hoagie tradition, a tradition we hope to carry on for years to come."

### **Contest Rules**

Contestants were asked to abide by the following rules when submitting their entries:

- Show your Wawa Hoagiefest love! Original songs must be about Wawa, Hoagiefest, or Hoagies.
- Lip-synced videos have to be to one of the groovy Hoagiefest songs.
- Hoagiefest is about Hoagie LOVE, so keep it clean! Entries with explicit content will not be accepted.
- Stay true! Don't use copyrighted materials in your song or video.
- For your safety and the safety of everyone at Wawa, please don't try to film inside the stores or in the parking lots/gas courts.
- The limit 5 video and 5 music submissions per person.
- The maximum upload song size is 10 megs (formats: mp3, mp4, aiff, wav, aac).
- The maximum upload video size is 100 megs (common formats: mov, mpg, mp4, wmv, avi).

### **Hoagiefest Contest Prizes**

#### **GRAND PRIZE WINNER**

Wawa's grand prize winner in each category - Best Video and Best Original Song - will be awarded and receive the following:

- Opportunity to have his or her song or video featured on Wawa.com and Hoagiefest.com,
- Their Very Own "Hoagiefest": Supplies and/or funding for a 'Hoagiefest-style' party for 40 people including: Wawa hoagies and Wawa bottled beverages, Wawa Hoagiefest beach towels, Wawa Hoagiefest t-shirts, Wawa Hoagiefest music CD's, an appearance by Wally Goose, Wawa's official mascot, and a music disc jockey for entertainment.
- Wawa Shorti Hoagies® for a year (to be awarded in the form of Wawa gift cards)
- Wawa Hoagiefest Prize Pack

#### **SECOND PLACE WINNER**

One second place winner in each category - Best Video and Best Original Song - will be awarded and receive the following:

- Their Very Own Hoagiefest': Supplies and/or funding for a 'Hoagiefest-style' party at the location of your choosing within DE, MD, NJ, PA, or VA for Winner and up to 40 additional guests. Prize includes Wawa hoagies and Wawa bottles beverages, Wawa Hoagiefest beach towels, Wawa Hoagiefest t-shirts, Wawa Hoagiefest music CD's, an appearance by Wally Goose, Wawa's official mascot, and a music disk jockey for entertainment.
- Wawa Shorti Hoagies® for a year (to be awarded in the form of Wawa gift cards)
- Wawa Hoagiefest Prize Pack

### THIRD PLACE WINNER

One third place winner in each category - Best Video and Best Original Song - will be awarded and receive the following:

- Wawa Shorti Hoagies® for a year (to be awarded in the form of Wawa gift cards)
- Wawa Hoagiefest Prize Pack

#### **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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