



FOR IMMEDIATE RELEASE

WAWA CELEBRATES ONE BILLIONTH CUP OF 21ST CENTURY WITH WAWA COFFEETOPIA

Wawa Marks Historic Milestone with "Wawa Coffeetopia, a Celebration of All Things Wawa Coffee"

Wawa, PA. (September, 2008) – Wawa Inc. today announced that this September, it will sell its **one billionth** cup of coffee of the new millennium. To mark this extraordinary company milestone, Wawa is announcing **Wawa Coffeetopia**, a campaign and celebration of all things Wawa coffee.

"As a five-state regional company, we are extremely proud that we have gained such a significant share of the brewed coffee market," said Howard Stoeckel, Wawa's President and CEO. "The fact that we hold the leading share in the Philadelphia market and the #7 share nationally is a testament both to our consistently great coffee offer and our fantastically loyal customer base."

Wawa Coffeetopia Event

On **Monday September 8, 2008 at 10:00 AM** at the Wawa located on 600 South Governor Prince Boulevard, Wawa will officially launch its Wawa Coffeetopia campaign at its Philadelphia **Wawa Coffeetopia Event**, bringing together customers across Philadelphia who are wild about Wawa coffee. To kick off the event, Wawa's President and CEO Howard Stoeckel will ceremonially pour the **one billionth cup** of coffee of the 21st Century into Wawa's newly designed coffee cup. Customers at the event will have the chance to be "perked" by Stoeckel and win **one week's worth of free Wawa coffee**.

Stoeckel will be joined by Wawa Mascot *Wally Goose*, and other area mascots who will be on hand to serve and pour themselves **huge cups** of Wawa coffee. The event will also feature Wawa coffee fanatics dressed in costumes that represent Wawa coffee and cappuccino varieties.

"Wawa Coffeetopia celebrates all the reasons our customers are passionate about Wawa coffee — and all the reasons we've reached this historic milestone of one billion cups this decade," said Stoeckel. "We are extremely excited to have an event that is as fresh and invigorating as our coffee offer itself."

About the Wawa Coffeetopia Campaign

Wawa Coffeetopia is an 8-week in-store campaign that celebrates all the reasons people are passionate about Wawa

coffee. The promotion features a different Wawa coffee variety highlighted every two weeks for customers to sample in all Wawa stores, the launch of a new microsite dedicated to Wawa coffee lovers, as well as the introduction of a new Wawa Cup design with rich, warm colors. *Wawa Coffeetopia* also gives customers a chance to win **one week's worth of free coffee** by getting "perked" in weekly in-store drawings.

Did you know that there is an almost endless number of potential combinations of coffee, creamers, and Cappuccino flavors that customers can mix together at any Wawa store? With eight great varieties of coffee, seven different creamers and eight types of Cappuccino, *Wawa Coffeetopia* salutes customers' freedom to mix-and-match in the quest to create their perfect cup of coffee.

"Wawa Coffeetopia showcases our premier coffee offer and highlights the inner barista in all of our customers," said Lisa Wollan, Wawa's Director of Consumer Insight and Brand Strategy. "Customers tell us that they come to Wawa for great tasting, fresh coffee that they can prepare just the way they want. They are excited about sampling different types of coffee and describe the new cup design as 'classy, fun and up to date.' "

Wawa Coffeetopia Microsite: www.WawaCoffeetopia.com

Ever dreamed of designing your own perfect, virtual cup of coffee? Well now you can at www.WawaCoffeetopia.com. Wawa's new microsite is an interactive world showcasing the nearly endless possibilities Wawa coffee has to offer. With the click of a mouse customers can learn about the Wawa Coffeetopia campaign and engage in wide variety of interactive, caffeinated activities such as:

- 1 - **Finding Your Coffeality:** Learn what your favorite coffee combination says about you
- 2 - **Creating Your Own Perfect Cup:** Create your favorite coffee combination and see other's combinations
- 3 - **Making your Masterpiece:** Create your coffee art masterpiece, post it to the gallery, or send to a friend.

Logon to www.WawaCoffetopia.com and learn more today!

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.

###