



Wawa and Minor League Baseball Team Up For the Second Straight Season

May, 2009 For the second straight season, Wawa is teaming up with Minor League Baseball for a promotion that pairs America's favorite pastime with its favorite hometown store. Wawa will help fans from 11 teams in the mid-Atlantic cheer on the home team with on-field fun between innings, special giveaways, and appearances from Wawa's very own mascot, Wally Goose. Wawa's partnership extends to the *Aberdeen IronBirds*, *Bowie Baysox*, *Camden Riversharks*, *Delmarva Shorebirds*, *Lakewood BlueClaws*, *Lehigh Valley IronPigs*, *Norfolk Tides*, *Reading Phillies*, *Southern Maryland Blue Crabs*, *Trenton Thunder* and *Wilmington Blue Rocks*. With Wawa in the lineup, fans of all ages have the winning ingredients for fun all season long.

Just like your hometown favorites, Wawa delivers at the plate everyday with exciting events and prizes including:

- **Wawa Wednesday:** Every Wednesday, Wawa satisfies your post-game hunger with \$1 off hoagie coupons. And, "Shortis Get in Free" on Wawa Wednesdays, granting complimentary admission to children under 12-years old.
- **Wawa On-field Fun:** Fans can windup their pitch in the *Wawa Hoagie Toss* for a chance to win Wawa prizes. New this year – Wawa will introduce two more on-field games with the unveiling of the *Wawa Hoagie Throw* and *Wawa Hits the Spot*. Each will give fans another chance to test out their throwing arm.
- **Wawa Extra Innings:** Tie games just got more exciting! If the home team goes into extra innings, Wawa will distribute free coffee coupons to the faithful fans who stay until the end of the game.

Sporting his baseball jersey, Wally Goose will make a series of appearances this summer to greet and take pictures with fans in each stadium. Outfitted in a customized Wawa cap and baseball T-shirt, Wally will lead fans in team cheers and entertain between innings.

"Minor League Baseball's personality dovetails perfectly with Wawa's," said Lisa Wollan, Head of Consumer Insights and Brand Strategy at Wawa. "We pride ourselves on being passionate, good humored, neighborly and reliable. This partnership will allow us a new way to connect with and delight our customers in an engaging community setting."

Both baseball and Wawa are rich in history and tradition. America's love of baseball goes back nearly 200 years – similar to Wawa's own history. Hard work, consistency and persistent effort translate into success for both baseball

and Wawa. Just like a winning baseball team, Wawa is a company that was built one store and one associate at a time over the past 45 years. The convenience game may have evolved over the decades, but Wawa's core purpose – to simplify our customers' daily lives – remains consistent and strong.

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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