



Wawa. It's What's for Dinner!

Wawa Launches New Dinner Deals Promotion At All Locations

Wawa, PA.(March, 2008) – Wawa, Inc. today announced that it is launching a new dinner deals campaign that offers customers a wide variety of enticing dinner options at unbeatable prices. Beginning, Monday March 17, 2008, Wawa customers will have the ability to order any of Wawa's featured dinner deal items for \$3.99 and choose a combination of any three of these featured items for \$9.99 – perfect for on-the-go families. The dinner deal promotion marks Wawa's official entry into the dinner business and will run through at least June 8, 2008; it will be available to customers every evening, from 4:00PM to 8:00PM at all of Wawa's 570 stores in Pennsylvania, New Jersey, Delaware, Maryland, and Virginia.

"Our new dinner deal is a great way to let our customers know that Wawa is an excellent option for dinner that provides exceptional value, quality and convenience, said Howard Stoeckel, Wawa's President and CEO. "So many of our customers rely on our coffee and breakfast offer to begin their day right, and we are confident our dinner offer will help our customers conclude their days with the same sense of ease and satisfaction."

Wawa's new offer provides customers with a high quality, affordable and filling choice for dinner. The dinner deals features a combination of classic and family-sized favorites like Wawa's new family-size soup, as well as brand new food-items created specifically for the dinner campaign like Wawa's new all-white-meat chicken strips available in three and five pieces with a choice of BBQ, Ranch or Honey Mustard sauces.

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The offer includes any one of the following items for \$3.99 and any three of the following items for \$9.99;

- * Ciabatta Melts
- * Classic Hoagies
- * BTO Salads
- * Hot-to-Go Bowls
- * Chicken Strips-Brand New Item
- * Family Size Soup

"Our dinner deals selection allows our customers to get something different everyday of the week", said Stoeckel. "Dinner at Wawa gives our customers the opportunity to bring home a quality dinner with options that will please every member of the family."

Wawa's focus on dinner comes at pivotal time for American diners. In fact according to the National Restaurant Association, 133 million Americans dine outside the home on a typical day and will spend \$558 billion on restaurant fare this year alone. When looking at dinner habits in particular, the 2008 American Diner's Study found that more than half of consumers say they sometimes purchase dinner in, from a quick- or full-service restaurant on weekdays, and almost 60% of these participants say that lower prices would persuade them to eat dinner away from the home. The American Diner's Study also found that an astounding 80% of consumers make weekday dining decisions based primarily on convenience

"At Wawa we are on the pulse of our customers' needs and wants and for this reason convenience at competitive prices have always laid at the heart of our offer," said Stoeckel. Our new dinner deals bring this commitment full circle as our customers seek more convenience and quality in the dinner arena."

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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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