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All Aboard as Wawa Celebrates Grand Opening of New Store in Princeton
New Wawa Store Opening Marks Wawa's 40th Anniversary in Princeton Community, 33rd Anniversary of Eden Partnership

Princeton, NJ, (Friday, Nov. 21) – Wawa Inc. today announced a milestone in their company's history—after 40 years of serving the Princeton community, the company will celebrate **the grand opening of a new Princeton Store, located next to the new Princeton Train Station. The new store, part of Princeton University's Arts & Transit Project that is still under construction, will replace the legacy Wawa store at Princeton University.**

Wawa will celebrate the grand opening with the community by offering free coffee for all customers from **November 21 through November 23.**

During this landmark grand opening event, Wawa will be joined by **Princeton Mayor Liz Lempert**, local officials, Princeton University officials, Princeton police and firefighters, community members, and Wawa's long time partners from Eden Autism Services. As a highlight of the event Wawa will celebrate its long-standing partnership with the Eden Autism Services by honoring two of its Princeton store's longest-tenured associates – **Ari Shiner and Martin Maccarone– pioneers in the Eden Autism Services' adult employment program, both with more than 30 years of service at the Princeton Wawa.** The event will also feature a charitable hoagie building competition between Princeton Police and Firefighters.

"We are thrilled to celebrate our 40th anniversary in the Princeton community with this brand new store, which furthers our commitment to fulfil customers' lives every day, through its uniquely designed features and offering," said Chris Gheysens, Wawa's President and CEO. "This occasion also marks the 33rd year of our Supported Employment Program with Eden, a New Jersey-based nonprofit organization dedicated to improving the lives of children and adults with autism and their families. Eden's employment program for adults with autism originated at our Princeton Wawa store 33 years ago. We are thrilled to honor long-time Eden associates Ari Shiner and Martin Maccarone and celebrate this incredibly meaningful partnership today and for years to come."

Grand Opening Event Details

The grand opening of Wawa's newest Princeton store will take place on **Friday, Nov. 21, 2014 at 10:00 a.m.** **Princeton Mayor Liz Lempert and Princeton University officials** will join Wawa and local officials as well as **Wawa's Mascots Wally Goose & Shorti**, for the milestone occasion. **The event will proceed as follows:**

- **Wawa's Director of Store Operations, Jim Shortall**, will then take center stage, **discussing Wawa's culture and values.**
- Shortall will introduce the ***Wawa Through the Ages* parade**, which visually highlights Wawa's key milestones. The parade features associates wearing **oversized foam-board photos of everything from Wawa's famous milk man**, to everyone's favorite hoagies, to the evolution of coffee cups.
- **Wawa's CEO Chris Gheysens**, will then speak about this **milestone occasion**, what Wawa's 40th anniversary in the Princeton community means to Wawa; and the expected local and community impact Wawa hopes to bring through the new store.
- **Princeton Mayor Liz Lempert** will speak about the significance of Wawa to the local community.

- **Eden CEO Peter Bell** will speak about Wawa's impact to the field of employment opportunities for adults with autism.

Hoagies for Heroes Competition

The event will conclude with a **charitable Bravest versus the Finest hoagie building competition**, as the **Princeton Fire Department** and **Princeton Police Department** face off in a battle of bravery, skill and sandwich-making expertise. Each team will be challenged to see who can build the most hoagies in three minutes in the traditional Wawa way. Wawa will conclude the Hoagies for Heroes competitions by presenting checks to the charities of each of the heroes' choices.

About the New Princeton Store Features

The new Princeton Wawa was specially designed to not only feature Wawa's newest store design prototype, but to incorporate special features unique to this Wawa store, like unique architectural assets created to coordinate with the Transit Center. Other highlights include:

- Unique location: The new Wawa will be located next to the train station with a common courtyard connecting the two uses
- Easy access from the signalized intersection on Alexander Street and the Alexander Street Commuter Parking Lot
- Unique architecture to coordinate with the new Princeton Arts & Transit Center
- Green Roof
- Public restrooms to support the transit center
- Approximately 7500 square feet—including 3600 square feet dedicated to our retail offer
- New "food forward" design to promote our food service offer, fresh baked rolls, and specialty beverages
- 2 ATM machines, lottery
- Coke Freestyle (Wawa is the only convenience retailer to have this technology)

About Wawa's Commitment to Fulfilling Lives

Wawa believes that it has a role in making the world a better place. For Wawa associates, that doesn't mean simply filling customer orders – it means fulfilling the lives that they touch every day. Beginning with its first store, Wawa has worked its way into the hearts, minds and fabric of people's lives. Wawa does it around the clock, in 3 ½ minute doses, every day- 24/7, 365 days a year. Wawa is so committed to this concept, it has made fulfilling lives its ultimate purpose and goal – every day. In 2014, Wawa will extend its commitment to fulfilling lives every day through several groundbreaking initiatives and announcements including: the launch of The Wawa Foundation to formalize and increase its support of charities and community programs; the celebration of its 50th anniversary in the convenience industry; the release of its first book authored by former President & CEO Howard Stoeckel entitled, *The Wawa Way: How a funny name and six core values revolutionized convenience*; and through the opening of 46 new Wawa stores dedicated to enhancing Wawa's presence in our markets and bringing the Wawa experience to more people.

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 is your all day, every day stop for fresh, built-to-order foods, beverages, coffee, fuel services, and surcharge-free ATM's. A chain of more than 660 convenience retail stores (300 offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia and Florida. The stores offer a large fresh food service selection, including Wawa brands such as built-to-order hoagies, freshly-brewed coffee, hot breakfast sandwiches, built-to-order Specialty Beverages, and an assortment of soups, sides and snacks
