

## **WAWA AND COMCAST TEAM UP TO DELIVER FREE WI-FI AT MORE THAN 700 EAST COAST LOCATIONS**

*Wawa Stores in Delaware, Florida, Maryland, New Jersey, Pennsylvania and Virginia to offer  
Xfinity WiFi for all visitors*

**PHILADELPHIA – April 26, 2016** – Starting today, people who visit the more than 700 Wawa stores in Delaware, Florida, Maryland, New Jersey, Pennsylvania and Virginia will have access to free Wi-Fi, thanks to a new collaboration between the company and Comcast. Comcast Business's Enterprise Solutions unit installed the managed public/private Wi-Fi network, along with managed broadband, and the team will support both services for Wawa going forward.

To access Xfinity WiFi at Wawa locations, customers should logon to the "xfinitywifi" SSID in the list of available networks on their devices. There is no charge to use the service and it is available to everyone.

"At Wawa we exist to fulfill customers lives every day, and part of this commitment means creating meaningful customer connection points that add the highest level of value and convenience," said Carol Jensen, Chief Marketing Officer for Wawa. "We're excited to team up with Comcast to now offer Wi-Fi in all of our stores. Customers will now enjoy the optimal environment for doing everything from utilizing their Wawa app to enjoy rewards and purchase products to connecting with their friends and neighbors."

As a part of Wawa's continued focus on becoming a one-stop-shop for its customers' needs, the company has turned to technology to evolve the in-store experience. The company needed a fast and reliable Wi-Fi solution to enable a consistent in store experience for its mobile application, and getting online through Xfinity WiFi allows all Wawa patrons to take advantage of a free connection without having to rely on their cellular service.

"This collaboration between Xfinity and Comcast Business to deliver an integrated, managed Wi-Fi service to Wawa, a respected mainstay in the Philadelphia business community, highlights the value we can deliver to customers across our high-growth businesses," said Bill Stemper, president of Comcast Business. "As more enterprises look to improve the customer experience at their branch locations, fast and reliable Wi-Fi has become a cornerstone for attracting and retaining customers. Comcast has the services and expertise to enable a great Wi-Fi experience to all locations within a distributed enterprise whether its a retailer like Wawa, a bank, hotel or restaurant chain."

To meet Wawa's needs, Comcast Business's Enterprise Solutions team designed and built an enterprise-grade Managed Wi-Fi and broadband solution that includes public Xfinity WiFi for Wawa customers and private access Wi-Fi for associates and vendors. The scope of the business services implementation includes Wawa locations in and out of Comcast's traditional service areas.

While Xfinity WiFi is available to all visitors in Wawa locations, the Xfinity WiFi network also includes more than 14 million hotspots that are accessible to the majority of Xfinity Internet customers for no additional charge. Xfinity WiFi is the fastest and largest Wi-Fi network in the country and is present in many businesses, transportation hubs, sports and entertainment venues, shopping districts and parks throughout Comcast's service areas. For more information about Xfinity WiFi, visit [www.xfinity.com/wifi](http://www.xfinity.com/wifi).

### **About Comcast Business**

Comcast Business, a unit of Comcast Cable, provides advanced communication solutions to help organizations of all sizes meet their business objectives. Through a next-generation network that is backed by 24/7 technical support, Comcast delivers Business Internet, Ethernet, TV, a full portfolio of Voice services and Managed Enterprise Solutions for cost-effective, simplified

communications management. For more information, call (866) 429-3085. Follow Comcast Business on Twitter [@ComcastBusiness](https://twitter.com/ComcastBusiness) and on other social media networks at <http://business.comcast.com/social>.

#### **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 1960s, 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, and surcharge-free ATM's. In July of 2015, Wawa was named "America's Most Beloved Convenience Store" by a Market Force study of 7,000 consumers, winning with the highest "composite loyalty score" of 68 percent, and taking first place in the fresh food category. A chain of more than 720 convenience retail stores (over 450 offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia and Florida. The stores offer a large fresh foodservice 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.

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