



April 30, 2015

Sharon J. Merchant, President  
The Merchant Strategy, Inc.  
1804 North Dixie Highway, Suite B  
West Palm Beach, FL 33407

Dear Ms. Merchant,

On behalf of Wawa, Inc., I would like to thank you for all of your hard work and attention to detail to make Wawa's Palm Beach County Community Day and Broward County Community Day events a success.

Both events ran smoothly, attendees found value in participating, and we were able to make connections with key influencers, officials, and community members in areas that Wawa will be expanding to. Your assistance regarding recommended invitees for the events was particularly insightful. We also appreciate your insight into selecting venues to host our events. We are very grateful for your support throughout our planning and execution of these important events.

Thank you again for your partnership for our first Southeast Florida events. We look forward to working with you again.

Sincerely,

Lori Bruce  
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