



FOR IMMEDIATE RELEASE

Contact: Erin Vadala, Warner Communications; (978) 468-3076; erin@warnerpr.com

Merry Yesmas!™ and Happy New Year from Yesway!

*Celebrate the Holiday Season with the Country's Fastest-Growing Convenience Store,
Offering Loyal Customers the Gift of Fuel Rewards*

(Des Moines, IA and Abilene, TX) – December 18, 2019 – It's the most wonderful time of the year! In celebration of the Yuletide season, [Yesway](#), the fast growing and innovative convenience store chain with locations across the Midwest and South Central regions of the U.S., is offering customers a special gift this holiday through its award-winning customer loyalty program, Yesway Rewards.



The [Yesway Rewards](#) program rewards Yesway's most loyal customers. Use the Yesway Rewards card in stores and at the pump to earn points and for every 250 points earned,

members receive a Smile. Smiles can be redeemed for FREE stuff like freshly-brewed coffee, fountain drinks, Yesway swag and more!

From December 23, 2019 through January 1, 2020, current Yesway Rewards members will receive 20¢ off per gallon of fuel with a \$5.00 purchase, (food and beverage only; one-time use Reward*). And, when customers register for Yesway Rewards for the first time during the “Merry Yesmas!™” celebration, they will earn double the usual first reward, a 20¢ off Fuel Reward.

Customers can get a loyalty card and sign up for the program at any Yesway store or by downloading the free Yesway Rewards app, available for iPhone and Android, by visiting Yesway.com/rewards on their mobile browser.

“Merry Yesmas!™” is our way of celebrating our loyal customers and thanking them for saying “yes” to Yesway this year,” said Derek Gaskins, SVP of Merchandising and Procurement for Yesway. “We hope this special Reward makes our customers’ holidays even brighter.”

To find the Yesway store closest to you, please visit www.Yesway.com/locations. Follow Yesway on Facebook and Twitter at @YeswayStores.

**Fuel rewards will stack. The more you buy, the more you save. Fuel rewards are one-time use only, are max 30 gallons and expire 30 days after they are issued. For your safety, only one vehicle allowed per transaction.*

Editor note: Contact Erin Vadala, erin@warnerpr.com; 978-468-3076 to arrange interviews. High-resolution images, graphics available on request.

About Yesway – BW Gas & Convenience Holdings, LLC d/b/a Yesway is headquartered in Des Moines, Iowa and Abilene, Texas. Yesway was ranked #1 in year-over-year relative store growth on the Convenience Store News “2019 Top 20 Growth Chains” list, is currently ranked #43 on the “CSP Top 202 Chains” list by total portfolio size, was named a “2017 Chain to Watch” by Convenience Store Decisions, and was awarded a Bronze for Loyalty & Advocacy in the 2018 Loyalty360 Customer Experience Awards. Over the past four years, Yesway has acquired over 450 convenience stores located in Iowa, Texas, New Mexico, Oklahoma, Kansas, Missouri, Nebraska, South Dakota, and Wyoming, including most recently, the 304-store Allsup’s Convenience Stores chain. Yesway plans to grow its portfolio to over 500 convenience stores in selected regions of the United States over the next several years. www.yesway.com.

* * *