YESWAY ENTERS ARIZONA WITH GRAND OPENING OF ITS FIRST ALLSUP'S STORE IN THE STATE

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Willcox location marks company's entry into its 10th state and a major milestone in Yesway's continued growth across the Southwest

FORT WORTH, Texas, Sept. 24, 2026 /PRNewswire/ -- Yesway, Inc. (Nasdaq: YSWY), one of the nation's fastest-growing convenience store chains, today announced that it will celebrate the grand opening of its first-ever Allsup's convenience store in Arizona on Friday, October 2, 2026. The opening marks an important milestone in Yesway's history, introducing the iconic Allsup's brand to Arizona for the first time and expanding the company's operating footprint into its 10th state.

With the opening of the Willcox location, Yesway will operate 453 stores across 10 states, further strengthening the company's presence across the Southwest and reinforcing its position as a leading U.S. convenience retailer.

Located at 1151 N. Virginia Avenue in Willcox, Arizona, the new Allsup's store represents Yesway's first investment in Arizona and the beginning of what the company expects will be a meaningful and growing presence in the state. Yesway is especially pleased to bring Allsup's distinctive Southwestern heritage, customer-focused operating model and legendary World-Famous Deep-Fried Burrito to Arizona consumers for the first time.

Arizona is an important component of Yesway's broader new-store development strategy, which is currently concentrated in Arizona, Oklahoma, New Mexico and Texas. The company views Arizona as a natural extension of its existing Southwestern footprint and an especially attractive market for future growth, given the state's expanding communities, favorable fuel market dynamics, significant development opportunities and strong fit with the Allsup's brand and foodservice offering.

"Opening our first Allsup's store in Arizona is an exceptionally exciting moment for our company and one of the most significant milestones in Yesway's history since we founded the company in 2015," said Tom Trkla, Chairman, President and Chief Executive Officer of Yesway. "We could not be more pleased to bring Allsup's to Arizona. We have long believed that Arizona represents an outstanding opportunity for our company, and we are delighted to finally introduce this iconic Southwestern brand to customers in the state."

"Arizona is a natural extension of our existing footprint, and we believe the Allsup's operating model is particularly well suited to the state's rural and suburban communities," Trkla continued. "We see tremendous long-term opportunity here. This is not simply the opening of another store for Yesway; it represents the beginning of what we hope will become a significant and enduring presence in Arizona."

Allsup's brand has deep roots in the Southwest and has developed a loyal following over generations of customers. Its World-Famous Deep-Fried Burrito has become synonymous with the brand and remains one of the most recognized foodservice products in the convenience-store industry.

"We are enormously proud of the Allsup's brand, its heritage and what it represents to our customers," Trkla said. "Bringing Allsup's to Arizona is particularly meaningful because the state is such a natural cultural and geographic fit for the brand. We are excited to introduce Arizona customers not only to our World-Famous Burrito, but also to the combination of foodservice, fuel, convenience and hospitality that has made Allsup's such a beloved institution throughout the Southwest."

"We are equally excited to become part of the Willcox community," Trkla added. "Our stores are intended to become an important part of the communities they serve, and we look forward to building relationships with our customers, our employees, local

organizations and community leaders for many years to come."

The company's entry into Arizona comes as Yesway continues to execute a disciplined new-store development strategy across its core and adjacent markets. Yesway has developed and opened more than 90 new-to-industry stores over approximately the past five years, complementing its growth through strategic acquisitions and continued investment in its existing store base.

Yesway's newest locations are designed to serve the evolving needs of rural and suburban communities while providing customers with a consistent, high-quality combination of foodservice, fuel, merchandise and convenience offerings.

The Willcox location will span approximately 6,277 square feet and feature 10 multi-product fuel dispensers, five diesel lanes and 17 truck parking spaces, providing a modern and convenient destination for local residents, travelers and professional drivers. The store will offer Allsup's World Famous Burritos, Yesway private-label snacks, fresh food and grocery items, everyday essentials and other amenities designed to deliver the elevated customer experience for which the company's newest locations are known.

The Allsup's Grand Opening in Willcox, Arizona, will take place Friday, October 2, 2026, at 1151 N. Virginia Avenue.

Customers and community members are invited to download the Yesway & Allsup's Rewards App and save 25 cents per gallon throughout the grand-opening weekend, as well as save an additional 10 cents per gallon on October 2 with ValeroPay+.

Other special offers available during the Willcox Grand Opening include:

- One lucky Rewards Member will win 52 Weeks of Beef Sticks, receiving one beef stick every week for a year, courtesy of 1st Phorm.
- TWO BIG BRANDS. ONE $5 DEAL. Customers can purchase any Pepsi 20-ounce beverage and a Frito-Lay Grab Bag for only $5.
- Free candy, promotional items and giveaways courtesy of Mondelēz.

The celebration will continue during Rex Allen Days, a long-standing Willcox tradition that has brought the community together for 75 years to celebrate the people, traditions, and spirit that make the area unique. Allsup's is proud to participate as a Gold Sponsor of this year's celebration.

"We are building Yesway for the long term, and Arizona is an important part of that vision," Trkla said. "We are extremely pleased to be here, and we intend to invest thoughtfully in the state, create new opportunities for our team members, and bring a differentiated convenience and foodservice experience to Arizona customers."

"This first Allsup's store is only the beginning," Trkla concluded. "We are grateful to the many people who helped us reach this milestone, tremendously excited about the opportunities we see throughout Arizona, and very proud to welcome the state of Arizona into the Yesway and Allsup's family."

Editor Note: *To arrange interviews, contact Erin Vadala, Bolt PR, at 617.669.1560 or evadala@boltpr.com. High-resolution images and graphics are available upon request.*

About Yesway, Inc. (Nasdaq: YSWY) *– Established in 2015 and headquartered in Fort Worth, Texas, Yesway is an award-winning convenience store operator with 453 stores across ten states in the Midwest and Southwest. Yesway is renowned for its iconic foodservice offerings, diverse grocery selections, and private-label products, including the famous Allsup's deep-fried burrito. Through strategic acquisitions, the 91 new stores it has developed and opened in the past several years, and its steadfast commitment to customer satisfaction and community engagement, Yesway continues to cement its position as one of the leading convenience retailers in the United States. For more information, visit Yesway.com.*

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