

## Inter-Office Communication



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**To:** **From:** Bruce Everette  
EVP – Retail Operations

**Date:** December 20, 2011 **Department:** Retail Operations

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**Subject:** **Announcement of Retail Operation Changes**

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**Dean Willhite**, currently District Manager -Von's Division, has been promoted to Vice President, Retail Operations for the Denver Division, reporting to Al Duran. Dean began his career with Vons in 1981 as a clerk. Since that time, Dean has had several retail-level positions, including, Assistant Store Director, Grocery Manager, Service Manager, Store Manager, and Director of Retail Support in the Arcadia Retail Operations department. In 2002, Dean was promoted to District Manager for Von's Las Vegas district.

**Dean Little**, currently VP Retail Operations- Denver, has been named VP, Retail Marketing Execution for the Denver Division, reporting to Al Duran. Dean joined Safeway in 1976 with Vons and worked his way through assorted store and district manager assignments. He was promoted to Corporate in April 2002 as a Director of Retail Operations, and to Vice President of Marketing Retail Initiatives in February 2003. Dean was promoted to Vice President – Retail Operations for the Denver Division in November 2003.

**Todd Broderick**, currently VP- RME, Denver, has been named VP, Retail Initiatives, reporting to me. Todd began working with Safeway in 1981 and worked his way through various store and district manager assignments in the Seattle Division. While in Seattle he was the Director of Retail Support and District Manager. In July 2005 Todd was promoted to Vice President - Retail Operations for the Denver Division, and in June 2010 he moved into the VP Retail Marketing Execution role for Denver.

Please join me in congratulating Dean, Dean, and Todd on their new assignments.