

Announcement of Peter Kavanagh

Safeway Inc., *July 15, 2011*

From the office of Thom Brown, GVP/Retail Strategy and Communications

I am pleased to announce effective August 1, 2011, Peter Kavanagh as Director of Corporate Retail Initiatives.

Peter was born and raised in Dublin Ireland and immigrated to the U.S. in 1994 at the age of 21 where he started in the grocery business as a Courtesy Clerk. Through the years Peter held many positions including Courtesy Clerk, Food Clerk, Head Clerk, 1st Assistant and Store Manager.

Peter began his career with Safeway in 2007 as a Store Manager at store 1709 in Menlo Park. During the last 4 years Peter has managed 3 stores most recently Store 1138 in Belmont, CA. He has been a PIC Trainer, ARCD Trainer and most recently a LDP Trainer.

Peter is married to his wonderful wife, Pauline, and just had their first child, Ava Ann Kavanagh. He has enjoyed spending time with his family and in his spare time he loves to play golf, watch international rugby, baseball and visit his relatives back in Ireland.

Please join me in congratulating Peter on his new assignment.

Safeway Inc.