

Inter-Office Communication



To: Safeway Employees

From: Phil Markert

Date: February 14, 2012

Department: Merchandising

Subject: **Announcement of Don Hansen**

I am pleased to announce the appointment of Don Hansen as Director of Merchandising Operations reporting to me.

Don began his grocery career in 1993 as a courtesy clerk at Hughes Markets in Southern California. After a stint as a sales representative calling on various chains in Southern California, Don joined the Vons Division in 1995. While at Vons, Don held various positions including backup BDR coordinator, checker and liquor department manager before moving backstage as a field merchandiser focusing on shrink initiatives in 2000. Don joined the centralization effort in 2002 as a national category analyst for Wine before becoming a category director of Beer in 2005. In 2009 Don moved to the Spirits and Tobacco desk and in 2010 took on a new challenge as the category director of Oral Care.

While working at Vons, Don received his BA in Economics from California State University Fullerton in 1998. In his free time, Don enjoys spending time with his wife Amy and their 6 daughters.

Please join me in congratulating Don on his new assignment.