

Inter-Office Communication



To:		From:	Alex Petrov
Date:	November 2, 2011	Department	Consumer Brands

Subject: Announcement of Helen Liew as Director Brand Management

It is my pleasure to announce the appointment of Helen Liew as Director Brand Management, Core (Safeway Product Brand, Priority Pet, Fresh Décor). Helen joins us from The Hershey Company where she managed brands such as Hershey's Dark Chocolate, Pieces and Ice Breakers. She also served in innovation positions on chocolate and on health & wellness platforms. Prior to Hershey she was a consultant with Accenture managing the development and implementation of large scale Customer Relationship Management systems. Helen has a MBA from the Kellogg School of Management at Northwestern University and a BA from UC Berkeley.

Please join me in congratulating Helen in her new role and wishing her much success in driving Consumer Brands and Safeway growth.