

Resignation of Don Keprta

Safeway Inc.: July 14, 2011

From the Desk of Bruce Everett

Don has announced his resignation as President of Dominick's Finer Foods.

For over forty years, Don has served in the retail food industry at all levels including operations, marketing and management.

As President of Dominick's since 2005, Don is credited with opening a number of new stores, expanding the lifestyle store remodels and improving store operating standards and metrics. As a corporate leader, Don was also very active in the community, sitting on numerous committees and boards for charitable organizations in the Chicago area, contributing to the fabric and quality of life for many in Chicago. He also served on the Executive Committee and Retail Board for the Illinois Retail Merchants Associations and as a Board member for the Chicagoland Chamber of Commerce.

Please join me in wishing Don and his wife Nancy every happiness as they move to the next phase of their lives.

Brian Baer, Dominick's CFO and Vice President of Finance, will assume the role of Acting President of Dominick's. Brian joined Safeway in 2001 as Vice President of Finance for the Phoenix Division. He moved to the Pleasanton, Calif. corporate office in 2002 as Group Vice President of Finance and, in 2004, became Group Vice President of Finance Planning & Analysis. Brian came to Dominick's in his current role in 2008. Brian is a well-respected leader who will continue the Dominick's team on their path of success.