

Announcement of Reagan Franks as Texas DC Director

September 26, 2011

Safeway Inc. – Supply Operations - Logistics

I am pleased to announce that Reagan Franks has joined Safeway as the new Distribution Director in Texas.

Reagan comes to Safeway with over 14 years of Distribution and Transportation experience. Most recently Reagan was Regional Director of Operations for Ashley Furniture in Texas. He also has prior experience at Home Depot as a Distribution Manager and Regional Manager of Operations and Engineering for FedEx Ground. Reagan's Industrial Engineering background, along with his process improvement and lean distribution experience is an ideal fit with Safeway and the Texas DC team.

Reagan will be based at the Randalls Distribution Center in Houston and reports directly to me.

Reagan holds a B.S. in Industrial Management and Industrial Technology from Sam Houston State University. He and his wife, Kristy, have three children - daughters, Ashtyn and Kennedy and son, Ethan. Reagan and Kristy are expecting their fourth child, a boy in February 2012. Reagan enjoys coaching his children's sports teams, volunteer activities and time with his family.

Please join me in welcoming Reagan to Safeway.

Mike Peterson
Group Director – Distribution Operations