

MEMORANDUM

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To: Board of Directors, Executive
Officers and certain key employees

From: Dennis Dunne

Date: August 31, 2011

Location: Corporate Accounting
Pleasanton

2012 Calendar for Earnings Releases, 10-Qs and 10-K

Year-end 2011

Year ends	December 31, 2011
Earnings release	February 23, 2012 (Thursday)
Trading window for executive officers, directors and other insiders (Note 1)	February 27 through March 16, 2012
10-K due	February 29, 2012 (60 th day)

First Quarter 2012

Quarter ends	March 24, 2012
Earnings release	April 26, 2012 (Thursday)
Trading window for executive officers, directors and other insiders (Notes 1 & 2)	April 30, 2012 through May 18, 2012
10-Q due	May 3, 2012 (40 th day)

Second Quarter 2012

Quarter ends	June 16, 2012
Earnings release	July 19, 2012 (Thursday)
Trading window for executive officers, directors and other insiders (Note 1)	July 23 through August 10, 2012
10-Q due	July 26, 2012 (40 th day)

Third Quarter 2012

Quarter ends	September 8, 2012
Earnings release	October 11, 2012 (Thursday)
Trading window for executive officers, directors and other insiders (Note 1)	October 15 through November 9, 2012
10-Q due	October 18, 2012 (40 th day)

Year-end 2012

Year ends	December 29, 2012
Earnings release	February 21, 2013 (Thursday)
Trading window for executive officers, directors and other insiders (Note 1)	February 25 through March 15, 2013
10-K due	February 27, 2013 (60 th day)

Note 1: Company policy prohibits the board of directors, executive officers and certain key employees (including all Retail Division Managers, VPs Finance, directors and vice presidents of sale and Roms), from purchasing or selling Safeway stock outside of the 15-trading day window period beginning two trading days after the earnings release for each of the first, second and fourth fiscal quarters, and the 20-trading day window period beginning two trading days after the earnings release for the third fiscal quarter. In addition, all transactions in company stock by these individuals, even those within the window period, must be pre-cleared with the General Counsel (Bob Gordon, 925/467-3858) or the Compliance Officer (Laura Donald, 925/469-7586).

Note 2: In 2009 and 2010 the opening of the first quarter trading window was delayed (and, consequently, the trading window period was shortened) until earnings guidance was publicly announced. A similar delay to the opening of the first quarter 2011 trading window is reasonably possible.