

Inter-Office Communication



To: **From:** Bruce Everette
EVP – Retail Operations

Date: December 22, 2011 **Department:** Retail Operations

Subject: **Brian Baer named as the Division President, Dominick's**

As you know, Brian was asked to assume the role of “Acting” Division President, Dominick's, in July of this year. Since then, he has done a good job of driving our business and focusing on the essential elements of retail execution. His efforts have assisted the overall corporation to achieve some of its key objectives, especially during these economically challenging times.

From the start of his new assignment in July, it's been obvious that he has performed the duties of a Division President regardless of the “acting” component of his title. Brian's drive for results, coupled with his leadership style make him well suited for this role on a regular basis. Based on this, I want to publicly acknowledge Brian and announce that he has been officially named as the Division President, Dominick's.

Brian joined Safeway in 2001 as Vice President, Finance for the Phoenix Division. In 2002, Brian moved to the corporate offices in Pleasanton, California in 2002 as Group Vice President, Finance, and in 2004 he moved to the GVP Finance, Planning, and Analysis role. Brian moved to Dominick's in 2008 as CFO and Vice President of Finance, and was in this role until his Acting President assignment.

Please join me in congratulating Brian on his well-deserved promotion.