

Memo



To:	Safeway Employees	From:	Lou Trujillo Group Vice President
Date:	June 29, 2012	Division/ Department:	Consumer Brands Category Development

Subject: Announcement of Ted Daniel – Consumer Brands

I am pleased to announce the promotion of Ted Daniel to Director Consumer Brands Retail Merchandising effective July 1st.

Ted has 26 years of successful and progressive service with Safeway and currently holds the Consumer Brands Retail Manager position for Phoenix. He has held various other positions including Store Stocking Supervisor, Consumer Brands Field Merchandiser, and Non-Perishable Manager Division Operations.

Ted brings a depth of knowledge in retail execution and has an outstanding track record of driving company sales and profits. Ted is a Consumer Brands fanatic and loves building high performance teams.

Please join me in welcoming Ted to his new position.