

Inter-Office Communication



To: All Backstage Employees **From:** Jon Quinn, VP Marketing Strategies
Date: April 2, 2013

Subject: **Director, Marketing Strategies – Blair Biddle**

I am pleased to announce the transfer of Blair Biddle to Director, Marketing Strategies supporting the Perishables business effective April 22, 2013.

In this role Blair will lead all Marketing Strategy initiatives with the Perishables organization. This will include helping Perishables leadership make better customer-oriented decisions that drive sales and profits for Safeway and improved customer experience for Safeway shoppers.

Blair Joined Safeway in June of 2010 as Director, FP&A for the Meat and Seafood business units. Since joining Safeway, Blair has assisted his business units to drive results through initiatives such as the Middle Meat pricing strategy and Variety Compliance tracking in Seafood. Prior to joining Safeway, Blair spent almost 10 years with Mervyns in positions of increasing responsibility throughout finance and internal audit. Blair holds a Bachelor's Degree in Human Resources Management from Cal State Long Beach and an MBA in Finance from UC Irvine.

Please join me in congratulating Blair on his new role.