



INTEROFFICE
COMMUNICATION

Diane Dietz
EVP & Chief Marketing Officer



Attention: All Safeway Companies Employees

I am pleased to announce the promotion of Barbara Walker to Senior Vice President, Consumer Communication and Integrated Marketing. She will continue reporting to Mike Minasi.

Over the past several years the scope of Barbara's role overseeing Safeway's Consumer Marketing organization has expanded significantly and now includes all advertising functions, digital marketing & media as well as brand strategy and buzz marketing. In addition to these considerable duties, Barbara has recently taken on an important role in developing the marketing strategies and plans for the company's upcoming wellness initiative working closely with Steve Burd and the executive leadership team.

Barbara joined Safeway more than 23 years ago in our Northern California Division advertising department as an ad planner. She worked her way through the advertising and marketing ranks including Norcal's Director of Advertising. She joined the corporate marketing team in 2000 where she managed a range of functions including club card and bank marketing. She was promoted to Vice President in 2000 and to Group Vice President, Advertising/Marketing in 2005. Barbara holds a Bachelors of Arts degree from UCLA.

We are fortunate to have an individual with Barbara's experience and energy taking on this important and expanded scope of responsibility. Please join me in congratulating her on this well-earned promotion.