

Inter-Office Communication



To: Marketing Department **From:** Jocelyn Wong
GVP Shopper Marketing
Date: September 28, 2011

Subject: **Appointment of Dimitri Haloulos as Vice President, Shopper Marketing**

I am pleased to announce that Dimitri Haloulos will be joining Safeway as Vice President– Shopper Marketing, effective September 30, 2011. He will report directly to me, and will be working across all Business Units as well as Consumer Brands to develop and execute shopper relevant marketing plans. As such, Jason Pappas, David Mata, and Molly Kosty will report to Dimitri.

Dimitri joins us after spending 7 years at P&G where he held numerous roles across multiple areas of the business including Consumer Insights on the BJ's and Delhaize Customer teams, Oral Care Brand Management, and New Business Creation in Household Care. Prior to P&G, Dimitri worked for Arrow International in a Sales role out of New York. He also served 6 years in the United States Army, where he held various leadership positions. Dimitri is a graduate from the United States Military Academy at West point and received his MBA from Indiana University.

Please join me in welcoming Dimitri to Safeway.

cc: Mike Minasi;; Barbara Walker; Deb Ffiles; Joe Ennen; Kelly Griffith; David Lee; Tom Schwilke; Suzi Weber; Joyce Hoshi; Nikki Jackson; Daren Stevens