

Inter-Office Communication



To:	Safeway Employees	From:	David Lee, President- Non-Perishables
Date:	February 14, 2012	Department	Non-Parishables

Subject: **Announcement of Toby Noiles**

I am pleased to announce the promotion of Toby Noiles to Senior Vice President, Non-Perishables, effective February 20, 2012, reporting directly to me. Direct reports into Toby include: Kevin Curry, VP- Main Meal, John Cohen, VP- Meals & Ingredients, Ron Fujishige, VP- Beverages & Snacks, and Barbara Trujillo, Administrative Assistant.

Toby has been with Safeway for 25 years, beginning in 1986 in Canada retail. Three years later Toby moved into Merchandising in Deli/Food Service, and in 1996 Toby was promoted to Director of Deli/Food Service/Starbucks for Canada Corporate. Toby came to Pleasanton during the centralization of Marketing in 2002, and was promoted to Group Director, Deli/Food Service/Starbucks. In 2005, Toby was promoted to Vice President Customer Strategy and Innovation. Two years later Toby moved into Merchandising as VP, Home Care and General Merchandise. Her most recent assignment began in 2010 as VP, Frozen Foods.

Toby brings a considerable amount of experience and successes into this role. Most recently, Toby has grown the performance of the frozen food department through deep consumer insights and category management analysis, an incredible collaboration with our vendor partners, and a motivating leadership approach with her entire staff.

Please join me in congratulating Toby on her well deserved promotion.