

# Announcement of Keith Colbourn

*Safeway Inc., July 1, 2011*

## From the Desk of Mir Aamir

I am pleased to announce that **Keith Colbourn** will be joining Safeway in the role of Group Vice President of Loyalty Marketing.

Keith comes to Safeway from dunhumby, where as Vice President, Global Loyalty Practice Leader, he developed and implemented marketing and loyalty programs for retailers including Kroger, Metro, Casino France, Canadian Tire and Ruby Tuesday. Prior to his position at dunhumby, Keith served as Vice President, Loyalty, Retention & Analytics at FreshDirect LLC where he led loyalty, direct marketing and analytics, as well as promotions and online advertising. In leadership roles at Alliance Data Systems Corp / The Loyalty Group, Keith, who was a founding team member of AIR MILES Canada, created and led targeted marketing programs for the AIR MILES program itself and for clients including Sobey's, HEB and WestJet. Additionally, in his role at ICOM Information & Communication Inc., Keith worked with major consumer packaged goods businesses such as General Mills, Pillsbury and Kraft developing and implementing database marketing and segmentation programs. Keith's love for food had another early expression: he founded Ann of Grain Bagels, a bakery, café and wholesale business.

Keith's extensive career in analytics, shopper insights and loyalty marketing combined with his direct marketing and digital marketing experience will help further Safeway's loyalty initiatives. Keith will be an integral part in leading shopper analytics, shopper engagement and loyalty operations platforms, including the Just For You program.

Keith, his wife and two daughters will be relocating to the Bay Area from Ohio.

Please join me in extending a warm welcome to Keith Colbourn.