

## Inter-Office Communication



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**To:** Safeway Employees

**From:** Bruce Everette  
EVP – Retail Operations

**Date:** March 12, 2012

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**Subject:** **Announcement of Steve Frisby**

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I am pleased to announce that Steve Frisby, President of our Portland Division will assume added responsibility for our Seattle Division. He succeeds Greg Sparks who resigned to pursue another business opportunity. We gratefully acknowledge Greg's contribution over a long career with Safeway and wish him well.

Taking on this dual role is well-suited to Steve's considerable leadership skills. He has extensive knowledge of our Northwest markets, and far-reaching experience running retail operations in the region. Steve has consistently demonstrated an ability to achieve outstanding operating results across a variety of competitive environments.

Steve joined Safeway in 1972 as a clerk in our former Little Rock Division and progressed to store manager there in 1981. Subsequent assignments as a District Manager took him to the Dallas, Phoenix and Eastern Divisions. Following an assignment at corporate headquarters, Steve moved to the Northern California Division as Vice President Retail Operations in 1993, then to the Portland Division in the same capacity three years later. He was named Chief Operating Officer at GroceryWorks in 2001, and became Texas Division President the following year. He was named President of the Portland Division in 2008.

Please join me in congratulating Steve, and wishing him continued success with his additional duties.