

Inter-Office Communication



To: All Backstage Employees **From:** Keith Colbourn
GVP, Loyalty & Analytics

Date: April 24, 2013

Subject: **Announcement: Kiran Kumar, Vice President, Loyalty Just For U**

I am pleased to announce the promotion of Kiran Kumar to the position of Vice President, Loyalty Just for U, reporting to me. In this role, Kiran will grow customer loyalty, sales and the profit impact of the J4U platform via continued development of personalization strategies and program measurement and analytics.

Kiran joined Safeway in July 2006 and has worked in a variety of roles in both Marketing and FP&A supporting the Non-Perishables and Perishables businesses. In his most recent role in Loyalty, Kiran has developed and supported J4U strategies and programs and built the analytics and planning team for Just for U. Prior to Loyalty Marketing, he was Director of FP&A for the Dairy/Refrigerated/Frozen and the Deli Food Service businesses. In that role, Kiran and his team provided comprehensive decision support that helped drive several years of profitable sales growth. Prior to Safeway, Kiran spent 10 years in a variety of customer program management and engineering roles in the technology sector in Silicon Valley. Kiran has an MBA from the Haas School of Business at UC Berkeley.

Please join me in congratulating Kiran on this well-deserved promotion.