

Memo



To: Consumer Marketing Group

From: Mike Minasi
President, Marketing

Date: February 21, 2013

Subject: Kim Brooks Resignation

It is with mixed emotions that I announce the resignation of Kim Brooks, GVP Shopper Marketing. Kim has decided to leave Safeway to spend more time with her family and to pursue other interests. Her last day will be on Friday, February 22, 2013.

Kim joined Safeway 23 years ago in the Northern California Advertising Department. In 1996 she joined the newly formed Corporate Marketing and Advertising group where she was a key player in the centralization of the Division Advertising function. During her tenure Kim has led various areas of our Advertising capability including our Division & Account Management and Planning groups. Most recently, she led the loyalty Shopper Marketing team to a successful launch of the J4U platform and played an integral role in the pilot of our Fast Forward program.

Please join me in thanking Kim for her many contributions during her career here at Safeway. In the past 23 years, Kim has partnered with many of you, so I know she will be greatly missed. We want to wish her the very best in this exciting new chapter of her life.