

Inter-Office Communication



To: Safeway Employees

From: Keith Colbourn
GVP Loyalty

Date: October 22, 2012

**Division/
Department:** Marketing Strategies

Subject: **Announcement of Vivek Kalpande**

I am pleased to announce Vivek Kalpande will be joining Safeway's Loyalty organization as the Director of Customer and Card Analytics reporting to me.

Vivek comes to Safeway from Dunnhumby where he led customer analytics for retailers such as Macy's, Kroger, Sonic, Ruby Tuesday, and Canadian Tire. In his role at Dunnhumby, Vivek was charged with helping retailers define a customer-centric roadmap and execute effectively against that roadmap. Prior to Dunnhumby, Vivek worked at Epsilon/LoyaltyOne and IRI. Vivek has a Master's Degree in Business Administration / Applied Statistics from University of Cincinnati.

Vivek will have overall responsibility for managing customer and card analytics. Vivek will be an integral part of overseeing the continued growth of customer insight to support the Fuel Program, Shopper Marketing, Retail, Consumer Demand programs, Competitive Response, Rx and Consumer Brands.

Vivek and his family will be relocating to the Bay Area from Ohio.