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**To:** All Backstage Employees      **From:** Josh McCann, VP Pricing

**Date:** February 25, 2013

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**Subject:** **Director, Pricing – Richa Gupta**

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I am delighted to announce the promotion of Richa Gupta to the Director of Pricing position responsible for Analytics and Division Support.

Richa joined Safeway in 2008 as a manager in the Marketing Strategies group. In that role, she helped develop and grow the Just for U program, specifically the pricing logic and strategy within that platform. In 2012, Richa moved to the Loyalty Rewards team where she helped launch fuel partnerships with Chevron and ExxonMobil in multiple divisions. Prior to Safeway, she had 6 years of experience in the banking and financial services industries.

Richa holds a Bachelors of Science degree from Wharton School, University of Pennsylvania, as well as an MBA from MIT Sloan School.

Please join me in congratulating Richa on her well-deserved promotion!