

Inter-Office Communication



To: Marketing Department **From:** Steve Moylan
Vice-President, Shopper
Marketing

Date: September 21, 2011

Subject: Employee Announcement – Bryn Banuelos

I am pleased to announce that Bryn Banuelos will be joining Safeway as Director – Shopper Marketing Innovation. Bryn's responsibilities will be to lead all day-to-day efforts in the development of key Shopper Marketing initiatives and programs. This would range from completely new programming delivering against consumer and shopper insights to business-specific and promotionally-oriented efforts. Additionally, Bryn will also be working closely with our CPG partners to strategically align their key business and marketing initiatives with Safeway's objectives, deploying these efforts out to our shoppers.

Bryn was most recently at Clorox where she honed her skills via a variety of positions over the past nine years including manager roles in Strategic Shopper Insights, Marketing and Brand. Prior to Clorox, she was with Johnson & Johnson working on product for both the Band-Aid and RoC brands. Perhaps most interesting is Bryn's three year stint for the US Department of State as a foreign-service officer in Shanghai, China. Bryn is a graduate of the Wharton School at the University of Pennsylvania and received her MBA from Columbia.

Please join me in welcoming Bryn to Safeway. She will be located on the 3rd floor in office GW3050. Her first day will be Friday September 30.

cc: Mike Minasi; Jocelyn Wong; Barbara Walker; Deb Fifles; Joe Ennen; Suzi Weber; Joyce Hoshi; Nikki Jackson; Daren Stevens