

Memo



To: Consumer Marketing Group

From: Dimitri Haloulos
GVP, Shopper Marketing

Date: February 08, 2013

Subject: Retirement of Terry Exner

It is with mixed emotions that announce the retirement of Terry Exner, effective March 1, 2013. In her 15 years at Safeway, she has been at the forefront of driving major initiatives. She led the centralization of Family Care and subsequently was responsible for the business unit. In 2006, she transitioned to marketing planning where she developed and implemented quarterly sales and merchandising print plans. Most recently, she established the Regional Marketing team and led the roll out of both the companywide Fuel Rewards program, and the Fuel partner roll out. While I am excited that Terry will spend more time with family and friends, we will miss her leadership. We want to congratulate on her retirement and thank her for her many contributions during her career here at Safeway.

cc: Mike Minasi, David Lee, Kelly Griffith, Tom Schwilke, Barbara Walker, Joe Ennen, Deb Ffiles, Al Duran, Brian Baer, Dan Valenzuela, Steve Frisby, Paul McTavish, Karl Schroeder, Lori Raya, Steve Neibergall, Chuck Mulvenna and Dimitri Haloulos