

# Promotion of Mandy Fields

**Safeway Inc.**, *August 17, 2011*

From the desk of Paul Thompson, GVP – Finance

I am pleased to announce the promotion of Mandy Fields to Director, Marketing FP&A – Consumer Brands.

Mandy joined Safeway last year as part of the Consumer Brands re-organization. Over the past year, she has contributed significantly in the integration of the new Consumer Brands organization and become a valuable member of the business unit's leadership team. Additionally, as the FP&A liaison on the Innovation team, she has led all financially focused analyses for the “emerging” brands (i.e. Open Nature, Pantry Essentials and Debi Lilly). She has been instrumental in helping her business partners understand financial opportunity related to these brands. Through all of her projects, Mandy has consistently demonstrated a high degree of collaboration and team work and ability to drive fact-based decisions.

In her new role, Mandy reports to Peggy Han and will support the Consumer Brands Brand and Innovation Teams in their effort to introduce differentiated, high quality products that increase the loyalty of Safeway customers. I look forward to Mandy's continued contribution to Safeway in her new capacity.

Please join me in congratulating Mandy on this well deserved promotion.

Safeway Inc