Memo



To: Safeway Employees From: Tom Moore, Group Director

Non Perishable Consumer Brands

Date: April 23, 2012

Subject: PROMOTION OF MICHELLE NARAIN

I am pleased to let you know that Michelle Narain has joined the Consumer Brands team as a Category Development Director. Michelle will be supporting our Home Care/GM and Family Care businesses.

Michelle began her career with Safeway in 2002 as a promotion coordinator. Since that time, she has been promoted several times to positions of increasing responsibility in the Supply Chain organization and Consumer Demand. Most recently, Michelle was a Category Manager in Produce.

Michelle will be responsible for partnering with the Home Care/GM and Family Care business units to grow the sales and profits of our Consumer Brands portfolio. Michelle is a graduate of San Jose State University.

Please join me in congratulating Michelle on her promotion to Director and extending our best wishes for her continued success.