

## ADMINISTRATIVE OFFICE BULLETIN

Pleasanton, California  
September 26, 2011

EXECUTIVE OFFICERS  
DIVISION PRESIDENTS  
VICE PRESIDENTS AND DIRECTORS

### CHIEF MEDICAL OFFICER

I am pleased to announce that Dr. Kent Bradley has joined Safeway in the newly created position of Chief Medical Officer. He will report directly to me, and will be working extensively across Safeway's broad cross-section of health care initiatives and programs including both our employee and consumer wellness and prevention activities. Kent's proven track record developing and executing innovative health and wellness strategies for a range of large organizations domestically and internationally will be of immediate and considerable benefit to the company. Kent will also work to assist the management team at Safeway Health Inc. to further enhance that business model as the team takes on and develops new client relationships.

Kent comes to Safeway after a distinguished career in the U.S. Army. He earned the rank of Colonel and served in a wide range of assignments including Chief Medical Officer (CMO) from the Infantry Division level to CMO-Executive Director for TRICARE-Europe, which served more than 250,000 Department of Defense beneficiaries in over 95 countries throughout Europe, Africa and the Middle East. Prior to that assignment, Kent was deployed to Iraq in 2003 as Deputy Commander of the 30<sup>th</sup> Medical Brigade which consisted of nearly 2,500 health services personnel, four hospitals, as well as all intra-theater air and ground ambulance units supporting combat operations. Earlier in his career, Kent led health teams supporting humanitarian and peace-keeping efforts in Bolivia, Bosnia and Herzegovina, Panama, Thailand and Rwanda. After retiring from the military in 2008, Kent joined as a Partner with Martin, Blanck & Associates, a health services consulting firm for clients serving federal and state delivery systems while returning to college to earn his MBA.

Kent received his undergraduate degree from the United States Military Academy at West Point, a Masters of Public Health from the University of Minnesota, School of Public Health and a medical degree from the Uniformed Services University of Health Sciences. He earned his MBA from the Daniels College of Business at the University of Denver.

Please join me in welcoming Kent to Safeway.

Larree Renda  
Executive Vice President  
President, Safeway Health