

Inter-Office Communication



To: All Backstage Employees **From:** Dimitri Haloulos
GVP, Shopper Marketing
Date: April 10, 2013

Subject: **Employee Announcement – Chris Almeida**

I am very pleased to announce the promotion of Chris Almeida to Vice President of Core Business and Loyalty Shopper Marketing, reporting to me.

Chris is a graduate of CSU Hayward (East Bay) and joined Safeway 12 years ago. He has experience in Specialty Marketing, Marketing Strategies, and Shopper Marketing. During his tenure in shopper marketing, Chris has been a catalyst for driving shopper centric marketing programs across diverse business stakeholders. Additionally, his focus on return on investment has helped drive program improvement.

Chris' broad experience will allow him to bring a dynamic approach to his new role!

Please join me in congratulating Chris on his new assignment.