

Inter-Office Communication



To: All Backstage Employees

From: Cathy Lord
Vice President, Compensation
and Relocation

Date: August 15, 2012

Subject: Promotion of Asmita Katdare to Director, Executive Compensation

It is my pleasure to announce the promotion of Asmita Katdare to Director, Executive Compensation. Asmita will be responsible for all aspects of executive compensation ensuring that all plans and programs align with the business strategy, market practice and internal/external governance requirements. In addition to executive compensation, Asmita will be responsible for the administration of our stock department.

Asmita has worked with Safeway since 2008 where she has been instrumental in her roles as a Senior Compensation Analyst and Executive Compensation Manager. In both of these positions, she has demonstrated outstanding skill in leading compensation design enhancements from concept to execution.

Asmita has a Bachelor's degree in Instrumentation Engineering and an MBA with a concentration in Human Resources. She is a certified Senior Professional in Human Resources (SPHR) and is in the process of earning her Certified Compensation Professional (CCP) certification.

Please join me in congratulating Asmita in her promotion to Director, Executive Compensation.