

Announcement of Steve Harding

Safeway Inc., July 7, 2011

From the Desk of Thom Brown

I am pleased to announce that as of July 7, Steve Harding has joined the Retail Strategy team as the newest Director, Corporate Retail Initiatives.

Steve joins our team after 21 years of dedicated service to Safeway. A proven leader, Steve was named Store Manager of the year in 2010 and has consistently performed at the highest levels amongst his peers.

Relocating from Phoenix, Steve, along with his wife and two young girls (with a third on the way) will be joining us here on the Pleasanton campus. Please join me in congratulating Steve and welcoming him to the team.