

To: All Backstage Employees**From:** David Bond, SVP Finance and Control**Date:** April 2, 2013

Subject: Gregg Maxwell – Group Vice President - Controller Retail Accounting

Following the announcement of Mike Ferrell's retirement I am very pleased to announce, and this should surprise no one, that Gregg Maxwell will be promoted to Group Vice President – Controller Retail Accounting effective April 28, 2013.

Gregg will combine all of his current responsibilities with those of Mike. In this combined position Gregg will continue his excellent leadership in providing quality accounting service for our existing business and the many new initiatives in our company.

Gregg joined Safeway in 2001. He came to Safeway with prior experience in both the Retail industry (6 years at Alpha Beta in California and Arizona) and the Consumer Products industry (18 years at The Dial Corporation in Arizona and Hong Kong). Gregg received his accounting degree from San Diego State University, his MBA from the University of Phoenix and is a CPA in the state of Arizona.

Gregg has played an instrumental role in shaping NASC and is key leader on our finance team. Please join me in congratulating Gregg on this well-deserved promotion.