

Inter-Office Communication



To: Consumer Marketing Group

From: Mike Minasi
President, Marketing

Date: January 3, 2013

Subject: Promotion of Dimitri Haloulos to GVP, Shopper Marketing

I am very pleased to announce the promotion of Dimitri Haloulos to GVP Shopper Marketing reporting to me.

Dimitri joined Safeway in September of 2011 after a 7 year career at P&G where he held numerous roles in Consumer Insights, Brand Management and New Business Creation. Prior to P&G, Dimitri worked for Arrow International in a medical sales role.

In his time with Safeway, Dimitri has established himself as a key leader in our Shopper Marketing organization. He has been a catalyst for transforming the group into a key business partner creating shopper centric marketing programs supporting various business opportunities. In addition, Dimitri has driven the development of important marketing capabilities within the group including data systems and strategic framework training.

Dimitri is a graduate of the United States Military Academy at West Point and served 6 years in the United States Army before beginning his business career. Dimitri has also earned an MBA from Indiana University.

We are fortunate to have an executive with Dimitri's experience ready to assume this critical role in the organization.

Please join me in congratulating Dimitri and in wishing him continued success.

cc: Diane Dietz, EVP and Chief Marketing Officer