

Inter-Office Communication



To: Consumer Marketing Group **From:** Joe Chandler
VP Concept Development &
Environmental Branding Decor

Date: May 13, 2013

Subject: **Shopper Marketing Organizational Update**

I am pleased to announce the appointment of Dan Neale to Director, Center of Store & Concept Development effective May 12, 2013, reporting directly to me.

In his new role, Dan will have responsibility for coordinating the rollout of the Center of Store Initiative across multiple divisions; as well as, working with the Central COS Team in developing and finalizing store plans. He will also be a key stakeholder in developing and testing future store and department level concepts.

Dan joined Safeway over 30 years ago and has held various positions backstage and at retail. He most recently was Director, Marketing Operations in which he was responsible for developing and implementing the corporate assortment process. He was also instrumental in leading the Washington State Spirits initiative that allows spirits to be sold in Safeway.

Dan holds a Bachelors of Science in Business Management and an MBA from LeTourneau University. In addition, he is also a graduate of the University for Southern California Food Industry Management program.

Please join me in congratulating Dan on his new role.

cc: Mike Minasi; Dimitri Haloulos; Scott Shores; Joe Chandler; Joyce Hoshi; Nikki Jackson.