

Inter-Office Communication



To:	All Safeway Employees	From:	Bruce Everette
Date:	January 30, 2012	Department:	Retail Ops

Subject: Promotion of Lori Raya to Vons Division President

I am pleased to announce the promotion of Lori Raya to President of the Vons Division. Lori built her reputation as a seasoned retail executive in several of our key operating divisions, and brings to her new role a unique set of skills having cross-trained at a senior-level successfully managing large marketing units that together represent nearly half of the company's business volume.

Lori began her career as a courtesy clerk in the Denver Division in 1987, and worked her way through the retail ranks and became a store manager in 1996. She was assigned to the Corporate Retail Operations staff in 1998. In 2000, she was promoted to District Manager at Vons, and began a succession of more senior retail and backstage assignments including Corporate Retail Operations and Vice President, Retail in the Northern California Division. In 2008, she was promoted to Group Vice President, Corporate Strategic Initiatives. Lori joined the marketing team in 2009 as Group Vice President, Deli/Food Service, Bakery and Branded Concepts and then was assigned to an expanded role in 2010 as Senior Vice President, Dairy/Refrigerated, Frozen, Deli Food Service and Branded Concepts. She was named Senior Vice President, Main Meal, Ingredients, Beverages and Snacks in 2011.

Lori's considerable breadth of experience running major retail units as well as large perishable and non-perishable marketing functions within the company make her an excellent fit for this leadership role at Vons. That combined with her exceptional track record of success has positioned her perfectly to run one of our largest operating divisions.

Please join me in congratulating Lori, and wishing her continued success in her new assignment.