



INTEROFFICE
COMMUNICATION

Robert Edwards
President



Attention: All Safeway Companies Employees

Bruce Everette, Executive Vice President of Retail Operations, has informed me of his intention to retire, effective May 1, 2013.

He will be leaving after a long and distinguished career that spans some 44 remarkable years with our company. His time with Safeway and his steady rise through the management ranks is a story of determination and hard work as well as a record of real achievement and accomplishment. Bruce started as a part-time checker in our former Richmond operating division in 1968. He worked his way through the retail ranks in a range of operating geographies including Virginia, Oklahoma and Phoenix before eventually rising to Phoenix Division President in 1995, then Northern California Division President in 1998. He was named Executive Vice President in 2001 and later spent a year as interim President of the Dominick's Division before returning to Corporate to manage retail operations in 2005.

Throughout his career, Bruce has been involved with numerous philanthropic organizations. Easter Seals honored him with the State Board of Virginia Pasture Award for Outstanding Leadership. He also received a Lifetime Achievement Award from the Muscular Dystrophy Association and the Distinguished Citizen Award from the Boy Scouts of America.

In 1997 Bruce was honored as Arizona's Retailer of the Year. The University of Southern California named him Food Industry Executive of the Year in 2006. Last year the food industry inducted him into the California Grocers Association's Educational Foundation Hall of Achievement.

We are deeply grateful for what Bruce has done for our company. He was most at home in the stores where he took considerable pride in the achievement of his retail teams. His "results-oriented" operating philosophy and commitment to customer service will have a lasting imprint on the Safeway brand, and what it stands for in the market. Bruce will be missed by the many at our company and in the industry who have worked at his side and count themselves as his friend. We wish him and his wife, Lyn, happiness and fulfillment in the next chapter of their lives.