

Inter-Office Communication



To: All Backstage Employees **From:** Lori Raya
Division President
Date: 4/25/2013

Subject: Retirement of Gary Rocheleau

It is with mixed emotions that I announce that Gary Rocheleau, Vice President of Retail Marketing Execution for Vons, has advised me of his intention to retire effective May 10, 2013.

Gary leaves Safeway after a distinguished career that began in 1994 and spans almost 19 years with the company. During his tenure, Gary has made numerous contributions to the success of Safeway in the many positions he has held including: VP, General Merchandise for Vons from 1994 to 1996, Group VP, Non-Perishables from 1996 to 1998; VP-Marketing Operations Manager from 1998 to 2002; President of Grocery Works from 2002 to 2003; Vice President of Sales for California, Hawaii, and Nevada from 2003 to 2005; VP Retail Marketing Execution from 2005 to 2010; Senior VP Corporate Pharmacy from 2010 to 2011, and; VP Retail Marketing Execution from 2011 to date. Gary has shown a true dedication and commitment to the success of Safeway.

Gary's extensive work history only tells part of the story, however. Gary has been an avid supporter of and participant in several organizations the company has partnered with over the years including: the City of Hope, where he has served as President of the Food Industry Circle; Olive Crest, an organization that assists at-risk youth, where he serves as a Board Member, and; the Los Angeles Chamber of Commerce Board of Directors. Gary has also supported numerous Vons and Safeway Foundation events over the years.

I want to thank Gary for his years of dedication to the company, his professionalism, and his passion for the business. Please join me in congratulating Gary and wishing him all the best in this new chapter in his life with his wife Bernice, his children, and grandchildren.