

Inter-Office Communication



To: All Backstage Employees

From: Jim Fessler
VP Construction & Design

Date: June 8, 2012

Subject: Promotion of Chris Phillips

I am pleased to announce the promotion of Chris Phillips to Group Director Planning and Design effective June 17, 2012. Chris will be moving from his current position as Corporate Planning Director into his new position, replacing Ian Veroni who will be relocating to Australia. Chris is a graduate Architect, and a long time Safeway employee; serving in the Canada Design Department for 12 years, the last 10 years as Design Manager. Chris relocated to Northern California with his family in 2007 to assume his current responsibilities.

In his current position, Chris has been instrumental to Safeway's Capital Program. He is a standing member of both the Pre-REC and Design Review Committees, collaborating with the Division and Corporate Design teams to design and develop Safeway's award-winning retail projects. With a "hands-on" and "can-do" approach, Chris has built a reputation for building relationships throughout the company and creating value. Chris has a proven track record of partnering with the Divisions, Business Units and other Departments to develop creative solutions and solve problems on difficult and complicated projects, while maintaining Safeway's standards and brand image. Chris has been a "force" behind the development of our recent mixed use and multi-story projects and is a regular contributor to PDC projects. Recently Chris has been directing the plan review for the ongoing pharmacy initiative.

Kalina Kunert, Director of Architectural Services and Gary Veasy, Director of Store Design, will report directly to Chris in his new role.

Please join me in congratulating Chris on his well-deserved promotion.