

Inter-Office Communication



To: Safeway Companies
Employees

From: Larree Renda, Executive Vice President

Date: April 17, 2012

Subject: Organizational Announcement

I am pleased to announce the promotion of Brad Wolfson to President of Safeway Health. Brad has been the organization's Chief Operating Officer, and instrumental in the growth of the subsidiary over the last three years. I will continue to have overall responsibility for Safeway Health and Brad will report directly to me.

In conjunction with this change, we have also named Shawn Lovering, Vice President of Sales and Development at Safeway Health. She has been Director of Strategic Accounts.

Prior to joining Safeway Health, Brad was Vice President of Strategy and Health Initiatives at Safeway Inc. He was responsible for a broad range of company-wide cost-reduction and business development initiatives, while playing a key role in re-engineering our health benefits and developing a company culture of health and wellness. Prior to joining Safeway in 2006, Brad was a management consultant with both Booz & Company (formerly Booz Allen Hamilton) and Deloitte. He holds an undergraduate degree in economics from The Wharton School at the University of Pennsylvania and an MBA from the University of Chicago.

Before coming to Safeway Health in 2011, Shawn was Vice President and Corporate Social Responsibility Officer at ITUgreen in Sunnyvale, California. Previously, Shawn served as Vice President of National Accounts for CIGNA HealthCare, and led the development of the employee benefits practice at Equity Risk Partners, a San Francisco based benefits and risk broker focused on the private equity market.

Please join me in congratulating Brad and Shawn on their well-deserved promotions, and best wishes for their continued success.