

Inter-Office Communication



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| To: | To All Safeway Employees | From: | Traci Adams VP Corporate Floral |
| Date: | January 25, 2013 | | |
| SUBJECT: PROMOTION ANNOUNCEMENT OF ROBBY CRUZ | | | |

I am very pleased to announce the promotion of Robby Cruz to Group Director Corporate Floral, reporting to me.

Robby began his career with Safeway in Southern California Vons Division in 1994 as a Courtesy Clerk and promoted to a Produce Manager in 1999, becoming the Lifestyle Field Merchandiser for Produce in 2003.

Robby joined the Vons Floral team in 2005 as the Manager of Division Operations (MDO). Robby lead the floral team with his proficient management skills, strong financial focus and a passion for execution.

In September 2011 Robby joined the Corporate Floral team as a Floral Regional Manager (RM), and with his store / division background quickly established himself as a leader on the Floral team. Robby was promoted to a Regional Director in November 2012, overseeing the Vons Division on our Sales and Marketing team. The Vons Division has lead the company in ID sales growth YOY 4 years straight.

Robby's passion and drive for results will benefit the greater organization in his new role as Group Director.

Please join me in congratulating Robby and in wishing him continued success!