

Inter-Office Communication



To: Safeway Employees

From: Traci Adams

Date: March 2, 2012

Department: Corporate Floral

Subject: Promotion of Christina Hudson

I am pleased to announce the promotion of Christina Hudson to the position of Regional Director – Eastern Division effective immediately.

Christina started with Safeway in 1997 in Anchorage, Alaska as a courtesy clerk. As a courtesy clerk she worked her way up through different departments and finally found her niche in the floral department and was then promoted to Floral Department manager and eventually onto the position of Field Merchandiser for the Seattle Division.

Christina was then promoted to Regional Manager in Corporate Floral in 2010. She has been instrumental in helping implement the launch of the Debi Lilly brand and Best in Class Merchandising.

Please join me in congratulating Christina on her well deserved promotion.