

Announcement of Bao Fong
Safeway, Inc.: August 2, 2011

From the desk of Keith Colbourn, Group Vice President of Loyalty Marketing Strategies

I am pleased to announce that Bao Fong will be joining the Loyalty Marketing Strategies team as Director, Loyalty Marketing & Shopper Engagement

Bao Fong joins us from the Consumer Brands organization, where as a Senior Innovation Manager, she has played an instrumental role in the development and launch of Safeway's latest brand, Open Nature. Bao was also a Safeway intern within the Marketing Strategies group during the summer of 2006.

Prior to Safeway, Bao was at A.T. Kearney, a management consulting firm, where she managed various engagements in both the consumer goods and retail industries, addressing a breadth of issues in sales & marketing strategy, category management, supply chain and procurement. Bao has a MBA from Kellogg School of Management at Northwestern University and a BA from Stanford University. Bao enjoys reading, hot yoga and hanging out with friends & family. She recently moved back to San Francisco with her husband and they are anxious about eating their way through the city.

Please join me in congratulating Bao on her new position and welcoming her to Marketing Strategies!