

Announcement of Anne Suplee

Safeway Inc., September 7, 2011

From the desk of Jim Seiple, GVP R&D, Consumer Brands

I am pleased to announce that Anne Suplee has joined Safeway in the role of Director, Regulatory within the Consumer Brands R&D team.

Anne comes to Safeway from Pinnacle Foods Group, LLC where she was Sr. Director, Regulatory Affairs. At Pinnacle Foods she was responsible for all regulatory programs and technical documentation across their product portfolio, implementing programs to insure regulatory compliance both in the United States and Canada. In addition she implemented a program to update and maintain an accurate technical specification system. Prior to Pinnacle Foods Anne held regulatory positions at the Sara Lee Bakery Group and the H.J. Heinz Company. Anne's skills and experiences in dealing with the FDA, USDA, CFIA, USDC and FTC are strong additions to the Consumer Brands R&D team. She is located in the Blackhawk building and reports directly to me.

Anne is a former resident of Danville, CA and holds a B.S. in Food Science from California State University, Northridge. Anne and her husband, David, will be relocating to the Bay Area from suburban Philadelphia.

Please join me in extending a warm welcome to Anne and wishing her success as part of the Safeway team.