

Inter-Office Communication



To: Safeway Employees

From: Michael Barry

Date: March 5, 2012

Department: Pharmacy

Subject: **Promotion of Jose Alcaine**

It is my pleasure to announce the promotion of Jose Alcaine to Director of Category Management and Marketing, for Pharmacy, Health and Wellness.

Jose accepts this new position on the pharmacy team with 18 years of comprehensive retail and backstage experience.

Jose began his Safeway career in 1994 as a Courtesy Clerk in the Nor Cal Division and held positions of increasing responsibility within the store before his promotion to the backstage advertising group in 2002. Jose progressed through increasing roles of responsibility in advertising until coming to Pharmacy in 2005 as the Marketing Manager in Pharmacy. As the Marketing Manager he played a key role in development of go to market strategies and process for the department. Jose was promoted to Pharmacy Category Manager in 2008 and has successfully guided numerous marketing initiatives for the department. His leadership and knowledge has transformed the integration of cross functional OTC and marketing programs. His experience and knowledge are integral in helping to advance our Pharmacy marketing growth strategies.

Jose possesses a core belief in health and wellness. He believes that the observance of preventative care, great nutrition and exercise are the essential components to both mental and physical well being. Jose is married with 3 beautiful children and resides in Fremont.

Please join me in congratulating Jose on his new assignment.