

Inter-Office Communication



To:	Marketing-All	From:	Joe Ennen
Date:	April 4, 2012	Division/ Department	Consumer Brands

Subject: Michael Fox-Vice President Brand Management

I am pleased to announce that Michael Fox has joined the Consumer Brands team as Vice President of Brand Management.

Michael joins us from the Frito-Lay division of PepsiCo where he was most recently Senior Director of Marketing & Strategy for their Growth Ventures group and also served as Senior Director of Marketing for Doritos, Cheetos and Multi-cultural marketing.

Michael will be responsible for growing the sales and profits of our proprietary portfolio of brands and will work collaboratively across the business to create initiatives that excite our shoppers and build loyalty to Safeway through our brands.

Michael has an undergraduate degree from George Washington University and an MBA from the University of Texas.

Michael will be relocating to the Pleasanton area from Dallas with his wife Anissa and their 2 daughters. Please join me in welcoming Michael to Safeway.