

Inter-Office Communication



To: Safeway Employees

From: David Nelsen

Date: April 25, 2012

Department: Supply Operations – Mfg.

Subject: **Announcement of Chad Coester**

I am pleased to announce the promotion of Chad Coester to Vice President of US Grocery Manufacturing. Chad comes to this position as a well qualified leader with an extensive background in category and operations management. Chad will report to me and will lead the five US Bakeries, Joplin, Merced, along with the four Carbonated Soft Drink plants.

Chad started his Safeway retail career in 1995 where he worked in a number of different assignments including Assistant Manager. Following Chad's retail assignments, he worked backstage as a Buyer, National Category Analyst and was then promoted to Manager National Categories in Family Care.

In 2005 Chad joined Nestle as a Category Development Manager. He returned to Safeway in the Ecommerce group as the Regional Director of Sales and was promoted to Category Director of Ecommerce Perishables.

After Chad worked in Ecommerce, he became the Director of Marketing Systems & Processes and in 2009 took on a new role as Associate Category Director in BSAT. In 2011 Chad was promoted to Category Director for Safeway's International & Specialty Department. In addition to his professional accomplishments, Chad majored in Business Communication at Sonoma State University.

Please join me in congratulating Chad and welcoming him to the Supply Operations team.