

## **Promotion of Omar Morales**

Safeway Inc., August 22, 2011

From the desk of Lou Trujillo, GVP – Consumer Brands Category Development

We are pleased to announce the promotion of Omar Morales to the position of Director, Category Development for Consumer Brands effective July 25, 2011. Omar will lead our Dairy, Refrigerated & Frozen business team.

Omar started his career at Safeway with Daymon Worldwide, where he was a pioneering member of the original account team that started in 2005. He held many positions across many departments, starting as a Supply Chain Specialist and eventually worked his way up to Senior Business Manager in 2009. Most recently, he became a Safeway employee last June and distinguished himself as an outstanding Category Development Manager working with the Homecare and General Merchandise BUGM.

He is an active member of the Safeway Hispanic Leadership Network, as well as the “Safe Way to Speak” Toastmasters Club.

Please join us in congratulating Omar on this well deserved promotion!

Safeway Inc.