

## Inter-Office Communication



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<b>To:</b>	All Backstage Employees	<b>From:</b>	Debra Ffiles
<b>Date:</b>	June 27, 2012	<b>Department</b>	Consumer & Shopper Insights

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**Subject:     Announcement of Jason Chrenka**

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I am pleased to announce that Jason Chrenka is joining the Marketing team as a Director of Consumer & Shopper Insights. In this role, Jason will report directly to me, and his primary responsibility will be supporting the Consumer Brands organization.

Most recently, Jason was a Global Senior Manager, Consumer & Market Knowledge at Procter & Gamble leading the research team for their global oral care brands. Prior to that, he was in Singapore as a Regional Senior Manager leading the research organization for Pampers across five countries, and he spent two+ years partnering with P&G's Target sales team to develop shopper based retail strategies. Jason began his career as a cognitive psychology research associate at Klein Associates.

Jason has a Bachelor of Science in Psychology from The University of Michigan, and a Master of Science in Consumer Behavior from The University of Wisconsin.

Please join me in welcoming Jason to Safeway and in wishing him success in his new role. Jason's first day will be Monday, June 25th.