

Inter-Office Communication



Date: December 13, 2011

From: Bruce Everett

Subject: Denver Division Change in Management

I am pleased to announce that Al Duran, Vice President of Retail Initiatives, has been promoted to President of the Denver Division. He replaces Scott Grimmert, who is leaving Safeway for an opportunity with a non-competing food retailer on the East Coast.

Al is a Colorado native and spent much of his 32-year Safeway career in that market. He has served in a range of retail and backstage positions including Store Manager, District Manager, Director of Retail Support and Director of Sales. In 2004 he was promoted to Vice President of Retail Marketing Execution for the Phoenix Division. A year later he was named Vice President of Retail Operations for the Dominick's Division. In 2009 he came to Corporate as Vice President of Retail Initiatives. Al's proven track record and his deep understanding of the Colorado market will serve the company well.

During Scott's 35-year career with Safeway, he distinguished himself for his exceptionally high operating standards and his ability to adapt to new challenges most recently as Division President of the Dominick's and the Denver Division. We gratefully acknowledge his contributions to our company's success.

Please join me in congratulating Al on his new assignment, and wishing Scott well.