

## **Announcement of Chad Coester and Lola Okland**

From the desk of Lori Raya, SVP Meals Ingredients & Beverage/Snack

I am pleased to announce two Director appointments effective July 25, 2011. Lola Okland will take over the Water and Isotonics category reporting to Ron Fujishige, VP, and Chad Coester will assume the Specialty Foods category along with Hispanic and Asian products reporting to Kevin Curry, VP.

Chad began his career with Safeway in 1995 and held multiple roles in the Northern California Division. In 2002 he transferred backstage where he has held various positions such as Regional Director at Safeway.com, Director of Marketing Systems & Processes, and Assoc. Director within the Beverage & Snack business unit. Most recently, Chad has been the Category Director for Asian & Hispanic Foods. Chad is a graduate of Sonoma State.

Lola started working for Safeway in the Denver Division back in 1998 in the Deli Department. In 1999 she transferred to the Vons Division and then to Corporate in 2001, holding Director positions in various departments. In August of 2010 Lola joined the Non-Perishables side of the business and has done an outstanding job as Category Director of Specialty Foods.

Please join me in congratulating both Chad and Lola in their new assignments.

Safeway Inc.