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**The Safeway Foundation Announces \$100,000 Donation for Japan Disaster Relief and Employee Contribution Match Program**

PLEASANTON, Calif. — March 22, 2011 — The Safeway Foundation today announced a \$100,000 donation and an employee matching pledge of up to \$50,000 to help with the Japan earthquake and tsunami relief effort. The contribution will be distributed to the impacted area through the American Red Cross.

“The images of destruction that we’ve all seen are heartbreaking,” said Larree Renda, Safeway Executive Vice President and Chair of the Safeway Foundation. “At this time of need, we are pleased to join with our employees, customers and communities as we collectively look for ways to make a difference.”

Safeway and The Safeway Foundation focus their philanthropy on a range of important causes, including disaster relief. During the past decade the company has raised funds for several major humanitarian outreach efforts including the Haiti earthquake, Hurricanes Katrina, Rita, Ike, the 2004 South Asia tsunami disaster and the September 11<sup>th</sup> terrorist attacks. Those efforts provided emergency relief including medical aid, food, shelter and relocation assistance.

Those wanting to contribute to help people affected by the crisis in Japan can go to [www.safeway.com](http://www.safeway.com) and click the link to the American Red Cross page for its Japan Earthquake and Pacific Tsunami fund.

**About Safeway [www.Safeway.com](http://www.Safeway.com)**

Safeway Inc. is a Fortune 100 company and one of the largest food and drug retailers in North America, based on sales. The company operates 1,694 stores in the United States and western Canada and had annual sales of \$41.1 billion in 2010. The company's common stock is traded on the New York Stock Exchange under the symbol SWY.

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