

Immediate Release



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Safeway Raises Nearly \$10.1 Million to Fund Prostate Cancer Research *Past donations lead to major advancements in treatment*

PLEASANTON, Calif. — July 18, 2011 — Safeway Inc. (NYSE: SWY) today announced that its month-long prostate cancer campaign raised nearly \$10.1 million as part of the company's ongoing effort to fund research geared toward finding a cure for the number one cancer affecting men.

"We are grateful to our customers for their extraordinary generosity," said Larree Renda, Safeway Executive Vice President and Chair of the Safeway Foundation. "Thanks to their contributions, we are funding leading-edge research at some of the nation's top cancer centers and helping researchers move closer to a cure for prostate cancer. Our employees are important ambassadors for the cause and also deserve a great deal of credit for the success of this effort."

For more than a decade, Safeway, one of the largest corporate supporters of cancer research, has dedicated the entire month of June to raising funds at its stores, production facilities and corporate offices for prostate cancer research. The company works with the Prostate Cancer Foundation to identify and provide grants for promising research. For example, research funded by Safeway has played a role in the recent approvals of three new drugs that are extending the lives of patients with advanced metastatic disease and in the identification of 25 genotypes (varieties) of prostate cancer.

Other recent advancements made possible by Safeway funding include the development of new biomarkers, such as circulating tumor cells (CTC), which are paving the way for better methods to diagnose patients, predict outcomes and measure a patient's response to treatment. In the coming year, Safeway funding will support testing for 28 new drugs in early clinical development and eight that are currently in advanced evaluation, and the advancement of CTC technology that can shorten the approval times for new treatments.

"We are once again grateful for the efforts of Safeway employees and the generosity of their customers," commented Jonathan W. Simons, MD, President and CEO of the Prostate Cancer Foundation. "Over the past 11 years, the annual Safeway campaign has been a major force behind the PCF-funded accelerated discovery that has led the way for better treatments for advanced prostate cancer."

Throughout the prostate cancer campaign, the company's U.S. and Canadian stores provide customers an opportunity to make donations at the checkstand when shopping at their local Safeway, Dominick's, Randalls, Tom Thumb, Genuardi's, Vons, Pavilions, Carrs and Pak N' Save stores.

Along with prostate cancer research, Safeway is one of the largest corporate supporters of breast cancer research, having raised nearly \$94 million for the cause. In addition, the

company contributes to a broad range of charitable and community programs and in 2010 raised or donated more than \$200 million to education, hunger relief, health and human services and programs focused on assisting people with disabilities.

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About Safeway 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.

About the Prostate Cancer Foundation

The Prostate Cancer Foundation (PCF) is the world's largest philanthropic source of support for accelerating the world's most promising research for discovering better treatments and cures for prostate cancer. Founded in 1993, the PCF has raised nearly \$450 million and provided funding to more than 1,500 researchers at nearly 200 institutions worldwide. PCF advocates for greater awareness of prostate cancer and more efficient investment of governmental research funds for transformational cancer research. Its efforts have helped produce a 20-fold increase in government funding for prostate cancer. More information about the PCF can be found at www.pcf.org.