

Immediate Release



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Safeway's 11th Annual Prostate Cancer Fundraiser Kicks Off in Stores

PLEASANTON, Calif. — June 3, 2011 — Safeway Inc. (NYSE: SWY) launched its month-long Prostate Cancer Campaign, a fundraising and awareness campaign, continuing a tradition of raising millions of dollars to find a cure for the most common form of cancer in men.

Safeway, one of the largest corporate supporters of cancer research and outreach, dedicates the entire month of June to raising funds at its stores and support facilities for prostate cancer research. The donations, more than \$65.4 million to date, have made a tremendous impact. In the past 14 months, four new drugs have been approved by the FDA for patients with advanced prostate cancer. Three of them were supported in part with funds from the annual Safeway campaign.

Safeway's longtime partner in this effort is the Prostate Cancer Foundation (PCF), the world's largest philanthropic supporter of prostate cancer research. PCF identifies exceptional and promising research projects to receive the funds generously donated by Safeway's customers.

Statistics revealing the prevalence of prostate cancer attest to the need for this sort of strong corporate dedication.

- In 2010, nearly 218,000 men were diagnosed with prostate cancer, and more than 32,000 men died from the disease.
- In 2010, one new case occurred every 2.4 minutes and a man died from prostate cancer every 16.4 minutes.
- It is estimated that there are more than 2 million American men currently living with prostate cancer.
- A non-smoking man is more likely to develop prostate cancer than he is to develop colon, bladder, melanoma, lymphoma and kidney cancers combined.

"Safeway is committed to funding research that will lead to a cure for prostate cancer," said Safeway Chairman, President and Chief Executive Officer, Steve Burd. "Our unique ability to reach millions of shoppers each week not only allows us the opportunity to raise money for research, but to also share the message about the importance of early detection and treatment."

Throughout the campaign, the company's U.S. and Canadian stores give customers the chance 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. Past recipients of grants include some of the most respected teaching and research hospitals in North America:

- Fred Hutchinson Cancer Center in Seattle
- Johns Hopkins University in Baltimore

- The University of California, San Francisco
- M.D. Anderson Cancer Center in Houston
- The University of British Columbia

“For more than a decade, Safeway and its customers have championed the research that has and will save lives,” said Jonathan Simons, MD, president and CEO of the Prostate Cancer Foundation. “We, along with the patients and families we serve, are grateful for this partnership and for the medical breakthroughs that have happened because of it.”

An example of the promising research is the Safeway-PCF Temperature-Enhanced Metastatic Therapy Program, which continues to make important progress targeting prostate cancer cells with iron nanoparticles and heating them. The tumor cells are heated to 103 to 107 degrees, weakening and rendering them more responsive to chemotherapy and radiation. This program holds promise, especially for patients with advanced metastatic disease as well as those with primary cancer tumors.

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.