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SAFeway CORPORATE TEAMS WIN 2010 ESCAPE FROM ALCATRAZ™ TRIATHLON CORPORATE CHALLENGE

SAN FRANCISCO – (May 11, 2010) More than 1,800 amateur and professional athletes competed in the 2010 Escape from Alcatraz™ Triathlon on Sunday, May 2, with Safeway Inc., one of the largest food and drug retailers in North America, winning the Corporate Challenge Cup with a combined finish time of 4:54:15. Featuring a 1.5 mile swim from Alcatraz Island to the shore, an 18-mile bike ride and an eight-mile run through San Francisco, this race is considered one of the most difficult triathlons in the world.

2010 Escape from Alcatraz Triathlon Corporate Challenge Top Finishers:

First Place: Safeway Team 1, 4:54:15
Second Place: Trx Force, 5:05:14
Third Place: Salesforce.com, 5:17:42

“We are thrilled to be named the winners of the Escape from Alcatraz Corporate Challenge,” said Karl Schroeder, President of Safeway’s Northern California Division. “Our five teams and sixteen athletes thoroughly enjoyed the experience. This is the type of event we’re passionate about – one that combines physical challenges with health and wellness, which are core values to our company.”

Approximately 40 corporate relay teams competed in this year’s race, including five Safeway Inc. teams. A corporate relay team consists of three team members, each representing the same company and competing in one leg of the race – swim, bike or run. Corporate relay teams compete on behalf of their represented corporation or organization for a chance to win the “Keys to the Rock” Corporate Challenge Cup. This is a perpetual trophy awarded each year to the corporation with the combined fastest time of their top two finishing teams. Last year, Friedman Fleischer & Lowe won the prestigious title.

The Escape from Alcatraz Triathlon is owned and produced by IMG Worldwide with race direction provided, in part, by Premier Event Management. For more information visit www.escapefromalcatraztriathlon.com.

About Safeway Inc.

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 1,725 stores in the United States and western Canada and had annual sales of \$40.8 billion in 2009. The company's common stock is traded on the New York Stock Exchange under the symbol SWY. Safeway supports a broad range of charitable and community programs and in 2009 donated more than \$250 million to important causes, such as cancer research, education and hunger relief. More information is available at: www.Safeway.com.

About IMG Worldwide

Operating in 30 countries, IMG Worldwide's diverse businesses include: product and brand licensing; consulting services; event ownership and management; collegiate marketing, media and licensing; fashion events and models representation; golf course design; and client representation in golf, tennis, broadcasting, speakers, European football, rugby, cricket, motor sports, coaching, Olympic and action sports. IMG Academies are the world's largest, multi-sport training and educational facilities, delivering world-class training experiences to more than 12,000 junior, collegiate, adult, and professional athletes each year. More information is available at: www.imgworld.com.

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