



Special Olympics
New Jersey

PRESS RELEASE

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Safeway and Genuardi's Celebrate More Than 20 Years of Support for People with Disabilities and Launches Annual Promotion with Special Olympics

Local Genuardi's Stores along with Special Olympics New Jersey and Easter Seals, Partner to Promote and Benefit People with Intellectual Disabilities

LAWRENCEVILLE – Safeway Inc. (NYSE:SWY) and local Genuardi's supermarkets, one of the nation's leading retailers with a commitment to supporting people with disabilities, will again include Special Olympics in their annual promotion to raise funds and support people with disabilities. Easter Seals also benefits from the support of Safeway, a corporation which is one the largest employers of people with disabilities nationwide.

“We're honored to work with Safeway again and commend its dedication to enhancing the lives of people with disabilities,” said Special Olympics Chairman Tim Shriver “Special Olympics has been creating unity in communities throughout the country, helping build acceptance and inclusion through sports in the lives of people with intellectual disabilities. This partnership shows how local businesses and communities can come together to create a place where each person, regardless of ability or disability, is accepted and welcomed and where every individual contributes to the strength and vibrancy of the whole.”

Special Olympics New Jersey will be part of a national partnership that covers 21 states in the U.S., the District of Columbia and locations in Canada where Safeway does business. Local members of the community will be able to support Special Olympics New Jersey at their local Genuardi's in April as part of a customer fundraising campaign where shoppers will be asked at checkout if they would like to donate \$1 or more to support people with disabilities. Last year's campaign raised \$8.1 million overall with \$1.3 million supporting Special Olympics.

About Special Olympics New Jersey

Special Olympics New Jersey provides year-round sports training and athletic competition, free-of-charge, in a variety of Olympic-type sports for more than 18,000 children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community. For more information, visit www.sonj.org.

About Safeway

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 1,738 stores in the United States and western Canada and had annual sales of \$40.2 billion in 2006. Safeway supports a broad range of charitable and community programs and in 2007 donated more than \$172 million to important causes, such as cancer research, education, food banks and programs focused on assisting people with disabilities. The company's common stock is traded on the New York Stock Exchange under the symbol SWY. For more information about Safeway, visit www.safeway.com.