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FOR IMMEDIATE RELEASE

**Safeway Celebrates National Autism Awareness Month through In-Store Campaign
to Benefit Easter Seals Southwest Human Development**

Company to Raise Millions for Children and Adults with Disabilities

PHOENIX (April 8, 2009) –Through an innovative partnership with Easter Seals, Safeway announced plans to raise millions of dollars to fund regional disabilities services and autism programs offered through Easter Seals Southwest Human Development, the Phoenix-area Easter Seals affiliate which has been serving young children and families for more than 20 years. Safeway’s annual fundraising and awareness campaign brings new hope and opportunities to people who live with disabilities especially in light of recent state budget cuts. In addition, the month-long campaign will support Special Olympics athletes so they can participate in competitions across the country.

“The economy, recent budget cuts and daily struggles burden families with and without disabilities throughout our region,” said Ginger Ward, CEO, Easter Seals Southwest Human Development. “We are grateful that Safeway is providing a way for our community to come together, assist each other through these difficult times and improve the quality of life for thousands.”

Locally, the funds will support a variety of Easter Seals Southwest Human Development Programs including Early Intervention and Assistive Technology and its unique Infant Toddler Feeding Program. These programs assist children and families with autism, and other special needs, through a variety of therapies and state-of-the art equipment, including augmentative communication devices, which provide a voice at home, school and even work to individuals with disabilities.

“Generosity and human kindness never go out of style – even in the face of such a challenging economy,” said James E. Williams, Jr., President and CEO, Easter Seals. “The need for services is greater than ever – from therapy for young children or families living with autism to support for older adults and military service members and veterans. We are appreciative and honored that Safeway and its thousands of employees are committed to helping us make a significant difference.”

Safeway was Easter Seals’ top corporate donor last year, raising \$9.3 million in 2008 alone. This year, Safeway plans to raise even more – likely exceeding the \$100 million mark for total contributions to Easter Seals since the two organizations’ partnership began in 1986.

About Easter Seals Southwest Human Development

Founded in 1981 as a non-profit organization, Southwest Human Development provides comprehensive services for young children and their families in several areas: disabilities, child health and welfare, Head Start and professional training. Now serving 70,000 children and families each year, Southwest Human Development is the state's largest community-based organization of its type. In 2007, Southwest Human Development became the official Phoenix-area affiliate of Easter Seals. Easter Seals Southwest Human Development provides services to children and adults with disabilities and other special needs, and support to their families. For more information, visit Phoenix.EasterSeals.com.

About Easter Seals

Easter Seals is the leading non-profit provider of services for individuals with autism, developmental disabilities, physical disabilities and other special needs. For nearly 90 years, we have been offering help and hope to children and adults living with disabilities, and to the families who love them. Through therapy, training, education and support services, Easter Seals creates life-changing solutions so that people with disabilities can live, learn, work and play. Visit www.easterseals.com or <http://www.actforautism.org/> to learn more about autism, find services at an Easter Seals near you, or change the lives of people living with disabilities by becoming a donor or volunteer.

About Safeway

Safeway Inc. is a Fortune 50 company and one of the largest food and drug retailers in North America. The company operates 1,739 stores in the United States and Canada and had annual sales of \$44.1 billion in 2008. The company's common stock is traded on the New York Stock Exchange under the symbol SWY.

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