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BRUCE EVERETTE AND DAVE JONES TO BE INDUCTED INTO CGA EDUCATIONAL FOUNDATION HALL OF ACHIEVEMENT

SACRAMENTO, CA — (August 6, 2012) – Bruce Everett, Executive Vice President, Retail Operations, Safeway Inc., and Dave Jones, Vice President, Industry Initiatives, the Kellogg Company, will be inducted into the California Grocers Association Educational Foundation Hall of Achievement on Thursday, October 18, 2012, at the San Ramon Marriott Hotel in San Ramon, CA.

The Foundation's Hall of Achievement was created in 1993, and recognizes California grocery retailers and suppliers who have contributed substantially to the advancement of the grocery industry.

“We are very excited to welcome these two deserving individuals into our prestigious Hall of Achievement during the Foundation's 20th Anniversary,” said CGAEF President Ronald Fong. “Both have served the grocery industry their entire professional careers and like their Hall of Achievement peers have given back generously to the communities and industry they serve.”

Bruce Everett, Safeway Inc.

One of Safeway's most experienced, well-traveled executives, Bruce Everett began his career in 1968 as a part-time courtesy clerk while attending school in Richmond, Virginia. He subsequently advanced through the retail ranks as Director of Bakery and Deli and then General Manager of the company's former Drugs For Less operation. Bruce has held the position of Division President for both Arizona and Northern California markets. He has served as Interim President of Randall's and Thom Thumb in Texas and Dominick's in Chicago. He was designated an Executive Vice President in 2001, and is currently responsible for Retail Operations of Safeway Inc.'s 10 divisions and over 1,700 stores.

Bruce has a long history of service to the grocery industry. He has served on numerous advisory boards and association committees including the Western Association of Food Chains Board of Directors. He serves on the Board of Directors for Easter Seals, City of Hope, and Muscular Dystrophy Association. Bruce is also a member of the Executive Leadership Team for the American Heart Association, has served on the advisory council for Saint Mary's College, and actively supports various non-profit organizations including the Salvation Army, Boys and Girl Scouts, and several local food banks.

Dave Jones, Kellogg Company

Dave Jones joined the Kellogg Company in 1986 as a sales representative in Tulsa, Oklahoma. He has held a number of field assignments in Springfield, MO, Grand Rapids, MI and Bedford, NH. In 1994, he was promoted to Director of Contracted Sales in Battle Creek, MI. In 1997, he was promoted to Director Team Sales for the Northeast Region in Princeton, NJ.

He was named Director of Retail Sales in 2000 in Dallas, TX, and in 2004, was promoted to Senior Director Business Development & Sales Operations in Battle Creek, MI. He has been in his current role as Vice President, Industry Initiatives, since 2006.

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He currently serves on the following Board of Directors: CGA Executive Committee, FMI Educational Foundation, California Grocers Association, National Grocers Association, National Frozen & Refrigerated Association, Saint Joseph's and Western Michigan University's Food Marketing Program, Global Market Development Center (GMDC) and Food for All. He is Chair of the FMI Meetings and Conferences Committee, in association with the FMI Industry Collaboration Council, and Chair of the WMU Advisory Board.

The CGA Educational Foundation Hall of Achievement recognizes the achievements of those individuals who, through their foresight and dedication, have enhanced California's food distribution industry.

Proceeds from the event help fund the Foundation's college scholarship and tuition reimbursement programs. For the 2012-13 program year, the Foundation awarded 275 scholarships totaling \$328,250. It expects to disperse \$100,000 in tuition reimbursement.

"The Foundation appreciates the tremendous support it received from the grocery industry over the last 20 years," said Shiloh London, executive director, CGA Educational Foundation. "Their generous donations allow the Foundation to achieve its mission of advancing the grocery industry through employee education, college scholarships and industry research projects."

For more information on the Hall of Achievement log-on to www.cgaef.org or contact Brianne Page at (916) 448.3545.

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The CGA Educational Foundation, a 501 (c)3 corporation, was created under the direction of the California Grocers Association Board of Directors in 1992 and is celebrating its 20th anniversary this year. Its mission is to provide financial assistance to advance the educational goals of CGA member company employees and their dependents and offer educational programs to advance the grocery industry.