



Safeway's Seattle Division Showcases Wedding Cakes Highlighting New Designs on WedNet.com

Bellevue, WA, January 04, 2008 --(PR.com)-- Safeway Inc. (NYSE: SWY) today announced a partnership with wedding planning company, WedNet.com. Safeway stores in the Seattle Division, encompassing the four state operating regions of Washington, Montana, Idaho and Alaska, is looking to capture its slice of the wedding cake business with new designs and continued participation at the Seattle Wedding Show. The show will be held on January 5-6 in Seattle, WA and should draw almost 20,000 brides and grooms. A new twist this year, however, is Safeway's online presence in a partnership with wedding planning company, WedNet.com.

WedNet provides a quick and easy way for couples to plan their wedding by utilizing online tools and services. In a joint partnership, Safeway and WedNet will help ease some of the challenges faced by couples planning their wedding. With an easy to navigate and fast "wedding cake viewer", couples are able to see images of Safeway's wedding cakes, as well as details about each cake including serving sizes, fillings, icings and costs.

<http://www.wednet.com/wedding-cakes/safeway/>

"The timing is perfect for Safeway and WedNet to pool our resources by adding to the ease of wedding planning for couples," said Greg Sparks, President of Safeway's Seattle division. "Working with WedNet has increased our ability to provide an enjoyable experience for couples seeking the perfect wedding cake. With WedNet's online experience and well-respected reputation, we are able to focus on the wedding cake business while providing an optimal experience for our customers."

"We are excited about this opportunity with Safeway's Seattle division. Our number one goal has always been to provide value to couples while they work through the wedding planning process. By partnering with Safeway's wedding cake team, WedNet provides quick and easy access to images and information for Safeway's wedding cakes, and will help solve one of the many decisions brides face when planning their wedding," said Mark Williams, Founder and Owner, WedNet LLC.

In addition to wedding cakes, Safeway also offers floral arrangements, bouquets and boutonnieres, and a wide selection of wines.

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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 1,738 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 this year will donate more than \$172 million, the equivalent of 20% of its 2006 net income, 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.

About WedNet

WedNet LLC provides wedding planning resources including a vast library of articles, online shopping for invitations, favors and travel, and a nationwide directory of wedding vendors. Established in 1994 as one of the first online wedding planning sites, WedNet continues to provide valuable information of brides and grooms across the US. WedNet is headquartered in Woodinville, Washington.

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