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IRVINE PAVILIONS CELEBRATES GRAND OPENING
Community and Company Leaders to Attend Ceremony

Arcadia CA – A ribbon cutting ceremony to celebrate the completion of the new Pavilions store located at Orchard Hills Shopping Center, 3901 Portola Way in Irvine, CA will be held Thursday, September 13, 2007.

WHAT: Ribbon cutting ceremony to celebrate opening of a new 48,000+ square foot Pavilions “Lifestyle” store. “Green” themed ceremony will include a donation of Pavilions own compost to “Back to Natives” a non-profit group dedicated to the restoration and conservation of Orange County using native plant life as a unifying theme. The opening will also feature the City of Irvine’s environmental programs, a commitment shared by Pavilions.

WHO: Attendees include Irvine City Council Members Steven Choi, Sukhee Kang and Christina Shea, and Pavilions executives John Piva, Vice President, Duane Enslow, District Manager and new Store Manager, Courtney Carranza.

Media and public invited to attend. Store tours provided for media upon request.

WHEN: Thursday, September 13, 2007
3:00 p.m.

WHERE: Pavilions, Orchard Hills
3901 Portola Way
Irvine, CA 92620
(714) 544-3020

WHY: The Pavilions store in Orchard Hills is the newest “lifestyle” store in the Vons/Pavilions division of Safeway, Inc., one of the world’s largest grocery retailers. The store will offer residents of Irvine:

- Expanded selection of organic produce and more than 250 *O Organics*[™] brand products across 12 food categories
- Open flame hearth oven bakery featuring fresh-baked European-style Artisan breads
- “Cheese World” featuring more than 300 cheeses from around the globe

- Full-service deli featuring exclusive Primo Taglio meats and cheeses
- Culinary Zone featuring small appliances, dishes, cookbooks, cutlery and Riedel stemware
- Full-service floral department including custom arrangements, home décor vases, containers and fragrance items
- Full-service meat department featuring Ranchers Reserve Tender Beef and O Organic™ chicken
- An extensive wine collection with more than 1500 wines, including Stags Leap Wine Cellars, Dominus and Far Niente
- Sushi bar and Sushi Chef
- Olive bar, salad bar and hot buffet
- Starbucks™

Grand opening celebration includes two weeks of in-store promotions and giveaways. During the first weekend of operation, 200 iPods will be given away at random during check-out.

About Vons

Vons is a division of Safeway Inc. (SWY), a Fortune 100 company and one of the largest food and drug retailers in North America, based on sales which totaled \$40.2 billion in 2006. The company operates 1,740 stores in the United States and western Canada, with more than 300 stores in California and Nevada under the Vons and Pavilions banners. The company supports a broad range of charitable and community programs and last year donated more than \$157 million to important causes, such as cancer research, education, food banks and programs focused on assisting people with disabilities.

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