



St. Joseph's Medical Center

A member of CHW

NEWS RELEASE



**Safeway Unveils State-of-the-Art Mobile Mammography Unit
at Breast Cancer Awareness Town Hall**

October 2, 2007 - Safeway Inc., (NYSE: SWY) one of the largest corporate funding sources of breast cancer research, will announce its support of St. Joseph's Medical Center's state-of-the-art Mobile Mammography Unit (MMU) that will service low-income, uninsured and under-insured women in Northern and Central California, including the Bay Area. The Safeway Foundation, the philanthropic arm of Safeway Inc., is making an annual commitment of \$500,000 to bring the MMU — a 48-foot trailer that houses the most technologically advanced digital mammography equipment approved for mobile use — to more areas than was previously possible. The grant will enable St. Joseph's Medical Center to expand the MMU's days of operation and increase the number of women who will receive free or low-cost mammograms.

WHERE: Safeway's Pleasanton Headquarters
5928 Stoneridge Mall Rd.
Pleasanton, CA 94588

WHEN: Wednesday, October 3, 2007
1 p.m. Breast Cancer Awareness Town Hall
Media tour of Mobile Mammography Unit to follow

Joining Safeway in the celebration of the MMU will be one of the most highly regarded breast cancer surgeons in the nation, Dr. Laura Esserman, Director of the University of California at San Francisco's Carol Franc Buck Breast Care Center. Dr. Esserman will be the guest speaker at Safeway's Breast Cancer Awareness Town Hall at Safeway's Pleasanton, California headquarters. She will review new developments in breast cancer research. The Safeway Foundation funds ongoing research at the Carol Franc Buck Breast Cancer Center and UCSF's Comprehensive Cancer Center. Dr. Esserman will review treatment options and news about leading-edge research in the quest for new treatments and a cure for breast cancer.

Safeway dedicates each October to breast cancer awareness and fundraising. The company recently announced its pledge to raise \$13 million in October for breast cancer research. To date, Safeway, its customers and employees have raised more than \$25 million for the cause.

MEDIA OPPORTUNITIES:

Following the Breast Cancer Awareness Town Hall, Dr. Esserman, Safeway Executive Vice President and Chairwoman of the Safeway Foundation Larree Renda and St. Joseph's Foundation Vice President Linda Philipp will field media questions. Media will then be free to tour, photograph or film the Mobile Mammography Unit at

StJosephsCares.org

Marketing Communications

1800 North California Street
Stockton, CA 95204
209.467.6348 direct
209.461.3394 fax

Safeway's headquarters.

CONTACTS: Brian Dowling, Safeway Vice President, External Affairs: 925-467-3787
Teena Massingill, Safeway Manager of Corporate Public Affairs: 925-467-3810

About St. Joseph's Medical Center

St. Joseph's Medical Center is a not-for-profit, fully accredited, regional hospital with 294 beds, a physician staff of over 400, and more than 2,000 employees. St. Joseph's specializes in cardiovascular care, comprehensive cancer services, and women and children's services including neonatal intensive care (NICU). St. Joseph's Medical Center is the largest hospital, as well as the largest private employer in Stockton. In addition to being nationally recognized as a quality leader, St. Joseph's is consistently chosen as the "most preferred hospital" by local consumers. Founded in 1899, St. Joseph's continues to lead the region in medical innovation as well as ongoing clinical research, developing tomorrow's advancements, today.