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**Safeway and KinderVision Join Forces to Keep Children Safe**  
*Children can make their own safety videos at Safeway store grand openings*

**PLEASANTON**, Calif. — January 6, 2006 — Safeway Inc. (NYSE: SWY) announced today that it has partnered with KinderVision, the nation's oldest and largest child safety education program, to offer free child videotaping and safety videos at Safeway stores.

This free service will be offered during the opening weeks of each new or remodeled Safeway and Safeway-owned store. The videos are offered in English or Spanish.

KinderVision ([www.kvkids.org](http://www.kvkids.org)) will come to Safeway stores to record and give to parents a personalized Child Safety Education Video featuring their children. The videos, hosted by law enforcement officers, explain dangerous situations to avoid and reinforce ways to protect children from harm. The child is recorded on the end of video to encourage repeated viewing and memorization of the safety lessons.

"The Child Safety Education Video is an important safety tool and we are pleased to offer this service to our customers," said Larree Renda, Safeway Executive Vice President. "The video content and the child videotaping component provide parents with a useful means of keeping children safe."

The videos teach a series of skills, including what to do if you become lost and how to stay safe on the Internet, which are key safety lessons, according to Douglas Sebastian, Founder of KinderVision.

"Education is the most effective way to protect children from those who would harm them," Sebastian said. "This partnership with Safeway will provide that education to thousands and thousands of children. Safeway exemplifies proactive community leadership by providing families and schools with KinderVision educational resources to teach children about personal safety."

In addition, KinderVision will provide each school in the community surrounding new or remodeled stores with a **K.I.N.D.I.** School Kit containing a Child Safety Education Video, lesson plan, activity sheets, safety test and other important materials.

**ABOUT SAFEWAY**

Safeway Inc. is a Fortune 50 company and one of the largest food and drug retailers in North America based on sales. The company operates 1,776 stores in the United States

and Canada and had annual sales of \$35.8 billion in 2004. The company's common stock is traded on the New York Stock Exchange under the symbol SWY.

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