

PRESS RELEASE
FOR IMMEDIATE RELEASE

USC Marshall School of Business FIEP Honors, Vons President, Lori Raya as 2014 Executive in Residence

Los Angeles, California, November 2013 -- The USC Marshall School of Business Food Industry Executive Program (FIEP) names Lori Raya, president of the Vons Division of Safeway, as the 2014 "Food Industry Executive in Residence." Raya brings more than 25 years of food industry experience and attended USC Marshall's FIEP in 2007.

"FIEP was instrumental in my development as an executive," said Raya. "It helped me refine my leadership skills, learn new ones, and I expanded my professional network," said Raya. "I am pleased to be able to repay the program by sharing my industry knowledge with this class of emerging leaders."

Raya, who started working for Safeway in 1987 as a courtesy clerk in the company's Denver Division, spent time as a district manager at Vons and vice president of retail operations in the company's Northern California Division. She went on to serve on the corporate perishable marketing team as group vice president of deli/food service, Starbucks and bakery and was promoted to senior vice president with added responsibility for dairy/refrigerated and frozen food. Raya then assumed the position of senior vice president of main meals, beverages/snacks, before being named president of Vons in January 2012, becoming the first woman to hold this position in Vons' 107-year history and the second woman to lead a Safeway Division in North America.

"The Executive in Residence provides course attendees with an invaluable opportunity to participate in a two-way dialogue with a successful, current industry executive," said Robert Hermanns, director of food industry programs at USC.

Progressive Grocer has listed Raya among the "Top Women in Grocery" for three consecutive years. Her humanitarian work includes service on the board of directors of Habitat for Humanity of Greater Los Angeles and the Western Association of Food Chains. Raya is also an advocate

for advanced education in the food industry. For more information on the USC Marshall School of Business Food Industry Executive Program (FIEP) visit www.marshall.usc.edu/fiep.

Contact: Bob Hermanns at (213) 740-5585 or robert.hermanns@marshall.usc.edu

Media Relations contact: Amy Blumenthal at (213) 740-5552 or amyblume@marshall.usc.edu

###

About the Food Industry Executive Program

This four-day program conducted by faculty from USC's Marshall School of Business and Food Industry Subject Matter Experts enhances the business mindset of executives and managers, providing useful knowledge and engaging discussion and activities. Focusing on leadership development, team management, marketing strategy and economic theory, attendees complete the program inspired and equipped to lead their organizations. Session dates for USC Marshall School of Business Food Industry Executive Program are March 17 - 20, 2014 and September 8 - 11, 2014.