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SUPERVALU CEO Jeff Noddle honored as Network's Outstanding Champion Will receive award August 31 at GMA Executive Conference

CHICAGO (July 9, 2009) – Jeff Noddle, executive chairman of SUPERVALU, Inc., has been named the Network of Executive Women's Outstanding Champion for 2009, the diversity organization announced here. Noddle will receive the award August 31 during a consumer products industry luncheon at the GMA Executive Conference in Colorado Springs, Colo.

"SUPERVALU is the epitome of what NEW looks for in a partner and champion," said Alison Kenney Paul, NEW President and a principal with Deloitte Consulting LLP. "Jeff and the SUPERVALU team have been steady supporters of the Network's mission, and I am so happy to be able to add them to our impressive list of champions."

The Outstanding Champion award, sponsored by Deloitte LLP, is presented each year to a senior-level consumer products industry leader "who has consistently championed the mission of NEW, created diverse, high-performance work teams, demonstrated the business imperative of diversity and inclusion, and challenged the industry to remain an employer of choice."

A team effort

Noddle, who was last year's keynote speaker at NEW's Leadership Summit in Minneapolis, is one of many SUPERVALU executives involved in the NEW:

- Michele Murphy, senior vice president, labor and employee relations for SUPERVALU, serves on the Network's Board of Directors and was a driving force behind the board's recently concluded succession-planning project.
- Darnell Allen, SUPERVALU'S vice president for diversity and inclusion, addressed this year's NEW Multicultural Workforce Conference and gave a workshop on diversity at last year's Summit.
- Carmen Callies-Garcia, HR business partner, shared SUPERVALU's diversity best practices at a NEW sponsored-event at Target headquarters.
- Sue Klug, president of Albertsons Southern California, is one of the founders of the Network's new Southern California regional group.
- Judy Spires, president of SUPERVALU's ACME Markets division, was named the Network's Outstanding Champion in 2007 for her work establishing NEW's Greater Philadelphia regional group.

[MORE]

Page 2 SUPERVALU CEO Jeff Noddle honored as NEW Outstanding Champion

Network of Executive Women Press Release | July 9, 2009

“SUPERVALU executives serve on both our regional and national committees, where they have freely shared their diversity best practices that make them a leader in our industry,” said, Joan Toth, NEW’s Executive Director. “This is the second time a SUPERVALU executive has been named a NEW Outstanding Champion, proving again their dedication to our organization.”

Active in industry and community

Jeff Noddle is executive chairman of Minnesota-based SUPERVALU INC., the third-largest grocery retail company and leading food distributor in the United States. Prior to this role, he was chairman and CEO of the company from 2002-2009.

Over his more than 30 years with SUPERVALU, he held a number of leadership positions across SUPERVALU’s retail and supply chain operations, including president and chief operating officer; corporate executive vice president and president and chief operating officer of SUPERVALU’s supply chain services; and corporate vice president, merchandising.

In addition to his role as executive chairman of the SUPERVALU board of directors, Noddle serves on a number of industry and corporate boards. He is a member of the board of directors and executive committee of The Food Marketing Institute (FMI) and serves as a member of the boards of directors of Donaldson Company, Inc.; Ameriprise Financial, Inc.; The Food Industry Center at the University of Minnesota; the Independent Grocers Alliance, Inc. (IGA); and the Academy of Food Marketing at Saint Joseph’s University. In addition, he is a member of The Business Council, a national organization of CEOs.

Noddle is active in Minneapolis civic affairs, currently serving as chair of the Greater Twin Cities United Way’s 2009 campaign. He is also on the University of Minnesota Carlson School of Management’s Board of Overseers, and is a member of the executive committee of the Minnesota Business Partnership.

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The Network of Executive Women (NEW) has more than 2,000 members representing 300 companies in the consumer products and retail industry. Its mission is to attract and retain women in CPG/retail and advance industry diversity. For more information about the Network of Executive Women visit www.newonline.org

SUPERVALU INC. is one of the largest companies in the U.S. grocery channel with estimated annual sales of \$43 billion. SUPERVALU holds leading market share positions across the United States with its approximately 2,500 retail grocery locations, including nearly 900 in-store pharmacies. Through the company’s nationwide supply chain network, SUPERVALU provides distribution and related logistics support services to more than 2,500 independent retailers across the country. SUPERVALU has approximately 180,000 employees. For more information about SUPERVALU visit www.supervalu.com.