



Rewarding career, fulfilling life.



SUPERVALU Pharmacies Intern Express

June 24, 2010

COMPANY NEWS

FOCUS 4 FOR SALES

As we drive our Focused 4 for Sales initiatives forward, it is vital that we remember that customer insights will help us get there faster. The more we listen to our customers and use that feedback in every decision we make, the more we will be able to accelerate our efforts in building our brands, invigorating her shopping experience, winning with fresh produce and simplifying our business. In FY11, we will be moving to a new tool to gather and analyze customer data for our CSI scores. This new tool will allow us to be more hyper-local to our communities, collect broader insights and will improve our execution on customer satisfaction initiatives.

With the new “Voice of the Customer” tool for CSI insights, we will see 3 primary changes:

New collection method (web versus phone)

New customer incentives (sweepstakes for \$100 store gift card versus \$2 off next purchase)

New invitation method (all customers receive invite to participate in survey versus interval invites)

We want to satisfy EVERY customer that we serve, so by moving to a web invitation we will have the capability to connect with individuals who may not have provided us feedback due to our process (i.e., phone surveys with interval invitations), giving us a more representative view of our customer base.

Moreover, the new tool benefits SUPERVALU in a number of ways, including making customer insights more visible, accessible and consistent for all areas across our business that use the data to improve our services and offerings. The tool is more interactive for gathering and analyzing data, easier to use and has more robust functionality. Additionally, the new incentive moves us away from a significant cost for our company.

Between June 15 to Aug. 31, we will conduct a “pre-launch” for this program in every store. During this time we will be offering customers both the phone and web survey. We will use the data collected during this period to understand by store what the impact will be on our associates, our customers and our operations. A selected number of cross-functional

associates, including some from our banner, will be guiding the Customer Satisfaction team as we go through this pre-launch phase to ensure that we are providing you a world class customer satisfaction tool that will enable you to better your customer experience one grocery cart at a time.

ANNOUNCEMENTS

2010 PRECEPTOR OF THE YEAR WINNERS

The SUPERVALU Pharmacies Preceptor of the Year Award is given annually to a SUPERVALU Pharmacies Pharmacist to recognize excellence in precepting, role modeling and sharing their passion for the profession with student pharmacists.

A memorable preceptor is a positive role model for the student pharmacist, exhibiting enthusiasm for the profession and providing constructive and timely feedback. A preceptor instills in students the customs, ethics, working relationships and behaviors expected from members of our profession.

An effective preceptor assists student pharmacists in integrating and applying knowledge from the classroom. A preceptor helps develop critical thinking skills that set the foundation for a lifetime of success as a pharmacist.

SUPERVALU Pharmacies would like to congratulate the following members of our team who were selected as the 2010 Preceptor of the Year for their Banner.

ACME	Scott Cariello	7961
Biggs	Suha Umina	285
Cub	Steve Soukup	1656
Farm Fresh	Tracy Donnelly	6240
IMW	Zach Blackwood	569
Jewel/Osco	Joseph Haimann	3306
Shaw's	Aline Keomurjian	7569
Shop 'n Save	Jennifer Lammert	4544
Shopper's	Tsige Chernet-Price	2339
Southern Cal	Stuart Koszer	6016

2010 ANNUAL ASSOCIATE SURVEY

2010 Associate Survey Now Available – Make a Difference Today!

The 2010 Associate Survey is now open and ready for your feedback! The annual Associate Survey is an important mechanism to facilitate feedback, empowering associates to contribute their ideas as they see change implemented. Last year, over 127,000 associates provided valuable feedback and we hope to exceed that number this year!

To drive a disciplined focus on delivering on our Fiscal Year 2011 goals, the company recently launched the “Focused 4 for Sales” FY11 priorities. These priorities will play a critical role in

ensuring SUPERVALU's success and the company wants to hear your feedback related to these key areas of focus, in addition to other important metrics included in the survey.

As with all of the associate surveys conducted by the company, the strictest confidentiality will be maintained for those completing the survey and participation is voluntary. Individual results are reported through systems outside of the company and grouped with others' responses to understand patterns across SUPERVALU.

Available **now until June 26**, associates can take the survey in three ways:

- mySUPERVALU associate website: <https://home.supervalu.com>
- External website: www.supervalu.com/survey
- A paper survey option is available for those without computer access. Contact your Human Resources representative for details.

The survey is available until **June 26**. Take the [survey](#) today and make a difference at SUPERVALU!

EVENTS

SUMMER INTERNSHIP PROGRAM

SUPERVALU Pharmacies started their summer internship on June 7th (June 21st in some markets) with 116 interns throughout the country. The 8 week program kicked off with an orientation to SUPERVALU Pharmacies. Interns will have the opportunity to give presentations on OCT medications, patient cases and a final project.

Throughout the summer internship students will have the prospect to meet members of SUPERVALU Pharmacy leadership during their out of store events each week. Specific out of store events may include a disease state management which will provide training in patient counseling or business etiquette class with resume/CV workshops.

Interns will be challenged and trained in medications, counseling, pharmacy practices, and other skills that SUPERVALU expects from each of their pharmacists. The 8 weeks will be come to an end with the intern's final project ranging from disease state to customer satisfaction presentations. All final projects touch on vital aspects of community pharmacy that each pharmacist is facing today.

For more information you can visit SUPERVALU Pharmacies page on FACEBOOK.com.



Patients



Opportunity

Passion

