

## Ahold organizes for growth

*Amsterdam, The Netherlands* - Ahold today announced a series of changes in its European and US businesses to create a strong platform for future growth.

The reorganization in both continents delineates the responsibility for running operations, supporting the operations, and business development. The changes will ensure a sharper focus on local customer needs, provide efficient and effective support functions in each continent, and a more robust approach to business development. The changes will further simplify and standardize processes and structure to ensure the company can integrate acquisitions more easily, as it pursues its strategy for profitable growth.

Dick Boer, the COO for Ahold Europe, member of the Corporate Executive Board, and CEO of Ahold Netherlands, continues to be responsible for all European activities and has appointed Sander van der Laan to head Albert Heijn as its new general manager. Van der Laan will return to the Netherlands from his current role at Giant-Carlisle in the United States to start in January 2010.

Lawrence Benjamin, the COO for Ahold USA and member of the Corporate Executive Board, continues to be responsible for all US operations and has appointed Carl Schlicker as CEO of four newly reorganized US Divisions - Stop & Shop New England, Stop & Shop Metro New York, Giant-Landover and Giant-Carlisle.

Commenting on the global reorganization, Ahold's CEO John Rishton said "The changes we have announced today build a strong platform for future growth. We are further simplifying and streamlining our businesses and will be able to provide even greater focus on our customers. The changes will also allow Dick Boer and Larry Benjamin to devote more time to growth opportunities in existing and new markets."

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This press release includes forward-looking statements, which do not refer to historical facts but refer to expectations based on management's current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those included in such statements. These forward-looking statements include, but are not limited to, statements as to delineation of responsibilities, Ahold's sharper focus on local customer needs, support functions and business development, integration of acquisitions and future growth. These forward-looking statements are subject to risks, uncertainties and other factors that could cause actual results to differ materially from future results expressed or implied by the forward-looking statements. Many of these risks and uncertainties relate to factors that are beyond Ahold's ability to control or estimate precisely, such as the effect of general economic or political conditions, fluctuations in exchange rates or interest rates, increases or changes in competition, Ahold's ability to implement and complete successfully its plans and strategies, the benefits from and resources generated by Ahold's plans and strategies being less than or different from those anticipated, changes in Ahold's liquidity needs, the actions of competitors and third parties and other factors discussed in Ahold's public filings. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. Koninklijke Ahold N.V. does not assume any obligation to update any public information or forward-looking statements (referred to) in this press release to reflect subsequent events or circumstances, except as may be required by securities laws. Outside the Netherlands, Koninklijke Ahold N.V., being its registered name, presents itself under the name of "Royal Ahold" or simply "Ahold".

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