



Press Release

Royal Ahold

Public Relations

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For more information: +31 75 659 57 20

Ahold appoints new Senior Vice President Corporate Communications

Zaandam, The Netherlands, July 11, 2002 – Ahold, the international food retail and foodservice operator, announces the appointment of Sharon Christians as Senior Vice President Corporate Communications, effective October 1, 2002. In this position, Mrs. Christians will be responsible for Public Relations, Public Affairs, Corporate Social Responsibility and Food Safety. She will report to Cees van der Hoeven, President & CEO Ahold.

Sharon Christians is a Canadian national, currently working as Communications Director for INSEAD, the international business school, with campuses in Fontainebleau (France) and Singapore. Christians' professional background also includes positions with McKinsey & Company, the EMI Group, Amersham International, General Electric and the Canadian Government.

Ahold Public Relations: +31.75.659.5720

Mobile: Nick Gale: +31.6.55.77.22.83