



Press Release

Royal Ahold

Public Relations

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For more information: +31 75 659 57 20 / 5665

Ahold announces executive transitions in USA

Zaandam, The Netherlands / Chantilly, United States, November 27, 2001 – Ahold today announced new roles for two key executives in its U.S. retail management team. Jon Wilken, President & CEO of BI-LO, is appointed President, Convenience Stores, Ahold USA. Wilken is succeeded by Dean Cohagan, currently Executive Vice President Operations at sister company Stop & Shop.

In the newly-created role of President, Convenience Stores, Wilken will lead Ahold USA's efforts to drive the profit growth of these businesses and develop the future direction. Wilken joined BI-LO in 1988 and was appointed President & CEO 10 years later. He was instrumental in the May 2000 acquisition of Ahold's convenience store and gas station operation, Golden Gallon.

Successor Cohagan held various positions in sales and merchandising at Stop & Shop before being appointed EVP Operations in 1998. He brings a wealth of experience to his new and challenging role at BI-LO, Ahold's first U.S. retail company in 1977, currently operating over 430 stores with annualized sales of approximately USD 3.5 billion.

Comment by Ahold Board member Bill Grize

Announcing the appointments, Bill Grize, Ahold Corporate Executive Board member and President & CEO Ahold USA-Retail, said: 'Jon and Dean will work closely together to ensure a seamless transition. Our convenience store business will benefit from enhanced focus, and from Jon's depth of experience. Dean is a proven leader who brings a strong track record of delivering results. I look forward to working with Jon and Dean in their new roles.'

Ahold in the United States

In the USA, Ahold operates both retail and foodservice activities. The retail business is grouped in five supermarket companies along the U.S. eastern seaboard, with combined annualized sales of approximately USD 22 billion. In the growing U.S. foodservice market, Ahold has annualized sales of close to USD 19 billion, including U.S. Foodservice, PYA/Monarch and Alliant, Ahold's newest foodservice company, the acquisition of which is expected to be completed by November 30, 2001.

Ahold Corporate Communications: +31.75.659.5720 / 5665

Mobile: Hans Gobes, +31.6.55.82.22.98, Jan Hol: +31.6.22.93.31.37.