

Press Release

May 23, 2011

Chief Financial Officer Kimberly Ross to leave Ahold

Amsterdam, the Netherlands, May 23, 2011 - Ahold today announced that its Chief Financial Officer, Kimberly Ross, has accepted a position outside the company and will leave in November. She will remain active in her role until that date when she will become CFO of Avon, the New York based global beauty company.

Ahold CEO Dick Boer said: "Kimberly has played a major role at Ahold in the ten years she has been with us. Today we are a stable and financially sound company with a strong balance sheet. I would like to thank Kimberly for all she has achieved for us and I look forward to continuing to work with her in the months ahead as we look for her successor."

René Dahan, Chairman of Ahold's Supervisory Board said "On behalf of the Supervisory Board, I would like to thank Kimberly for her contribution to Ahold during her time with us. I, along with my fellow board members, express our appreciation and gratitude to her for her years of commitment and hard work. We wish her much luck in her new endeavor."

Kimberly joined Ahold in September 2001. Since then she has held various senior positions in treasury, tax, and finance and has been Chief Financial Officer and a member of the Corporate Executive Board since November 2007.

An international search for Kimberly's successor is now underway.

Cautionary notice

Certain statements in this press release are forward-looking statements, which are subject to risks, uncertainties and other factors that could cause actual results to differ materially from the future results expressed or implied by these forward-looking statements. Many of these risks and uncertainties relate to factors that are beyond Ahold's ability to control or estimate precisely, as mostly detailed in Ahold's public filings and other disclosures. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. Ahold does not undertake any obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date of this press release, except as may be required by applicable laws. Outside the Netherlands, Koninklijke Ahold N.V., being its registered name, also presents itself under the name of "Royal Ahold" or "Ahold".

