

Exhibit 18 to Plaintiff's  
Memorandum of Points and Authorities  
in Support of Its Motion for Temporary  
Restraining Order and Preliminary  
Injunction  
(PX00011)  
Part 2 of 11



*we're about*

## More Than Just Food

- We are a mission-driven company, and that is important to our customers
- We are the authentic retailer of natural & organic products
- We are a lifestyle brand
- We have created a unique environment that functions as a "third place"

WHOLE  
FOODS

PROUD TO BE  
AMERICA'S  
FIRST NATIONAL

# CERTIFIED ORGANIC GROCER

FROM FARM TO FORK, Whole Foods Market leads the nation in organic products. Our commitment to organic farming practices has been in place for 25 years, growing from a local store and organic farm in Austin, Texas to a national food retailer. With 25 stores, we are proud to bring the best of organic to the nation's first national grocer to be certified organic.

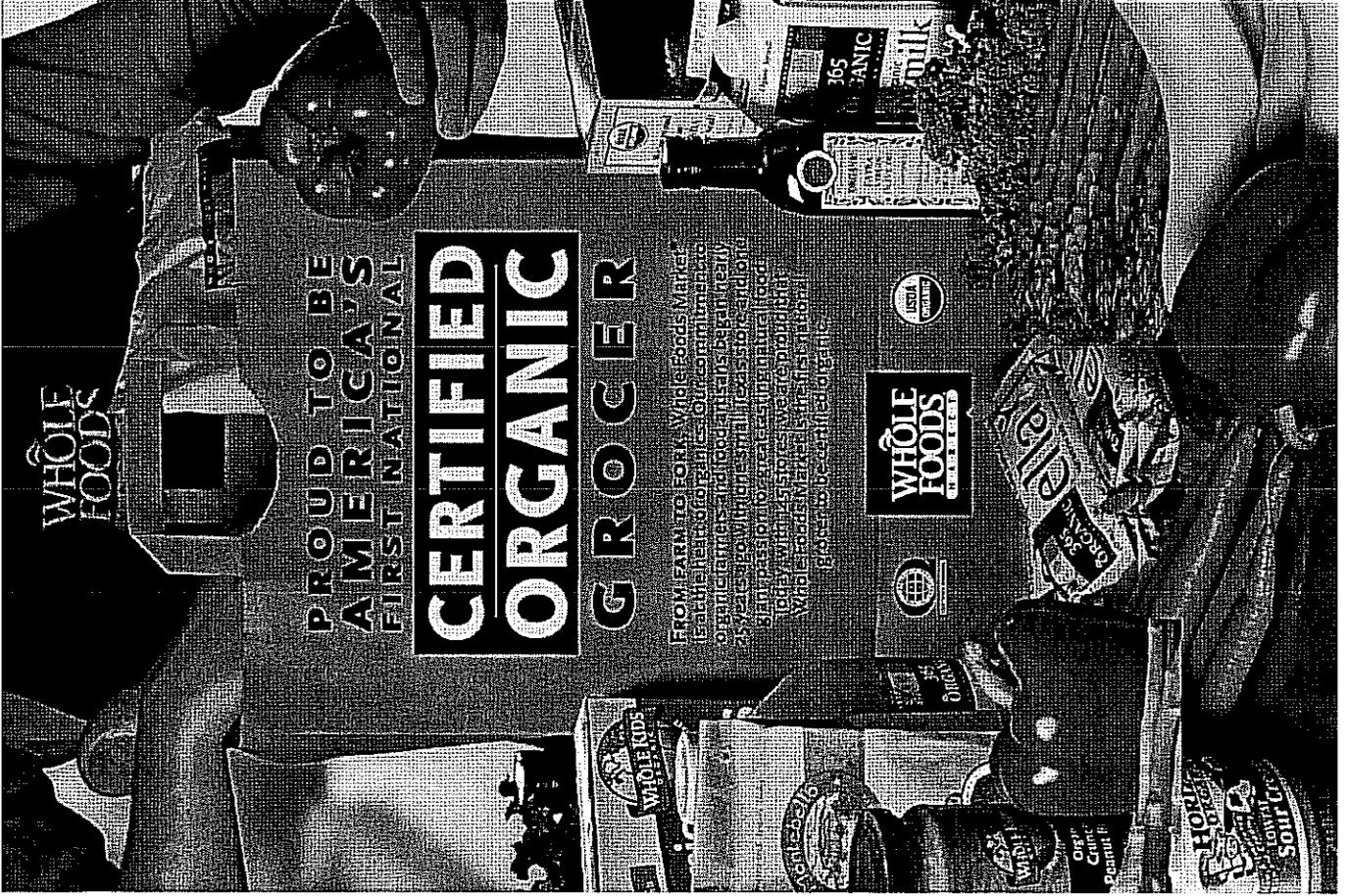


*Selling the highest quality  
natural & organic  
products available*

## Core Value #1

We define quality by evaluating the ingredients, freshness, safety, taste, nutritive value and appearance of all of the products we carry.

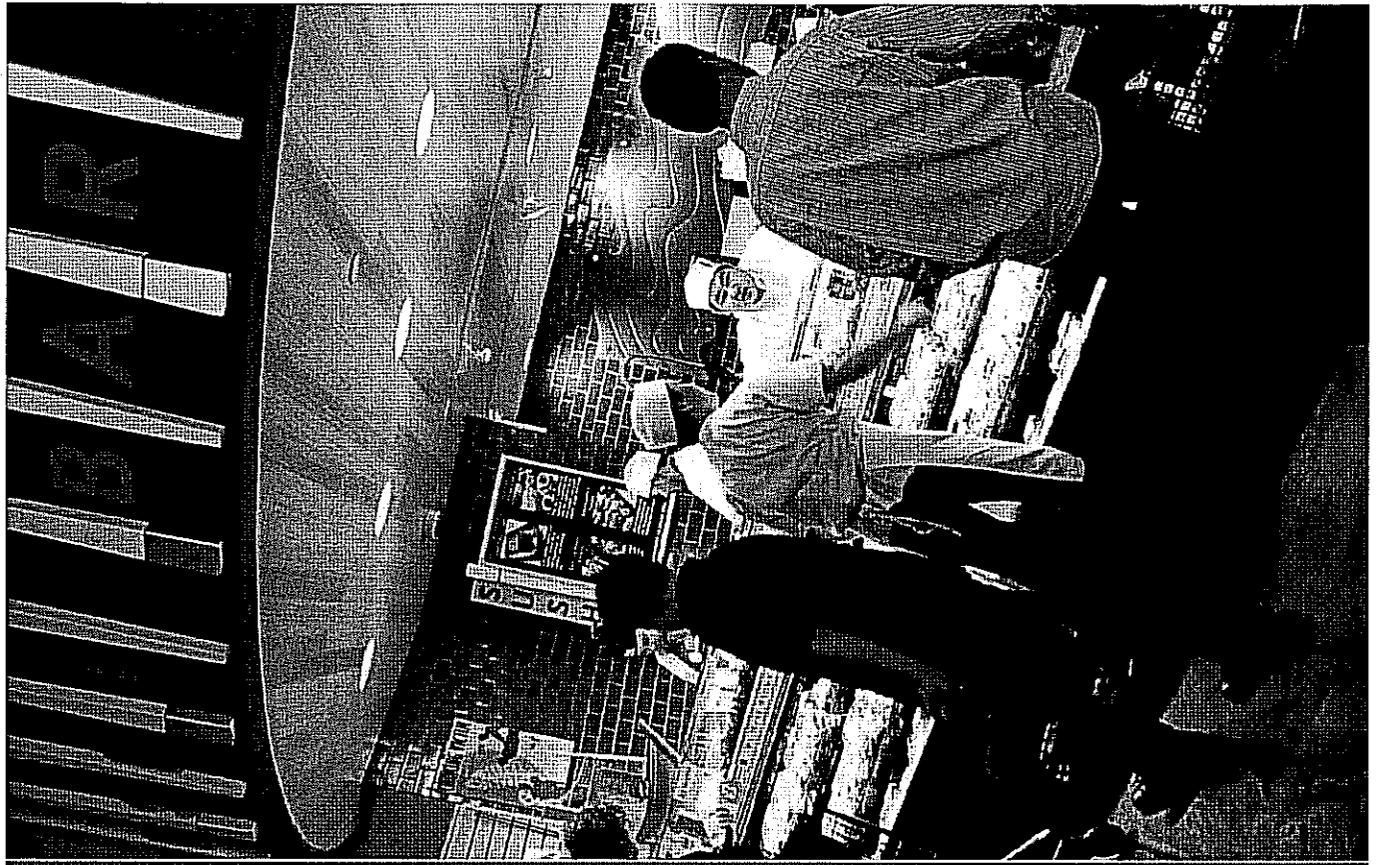
We appreciate and celebrate the difference natural and organic products can make in the quality of one's life.



*our*

## Quality Standards

- We carefully evaluate each and every product we sell
- We feature foods that are free of artificial preservatives, colors, flavors, sweeteners, and hydrogenated fats
- We are passionate about great tasting food and the pleasure of sharing it with others
- We are committed to foods that are fresh, wholesome and safe to eat
  - We seek out and promote organically grown foods
  - We provide food and nutritional products that support health and well-being



*satisfying & delighting  
our customers*

## Core Value #2

Only by satisfying our customers' needs first do we have the opportunity to satisfy the needs of our other stakeholders.

We do all we can to make food shopping fun!