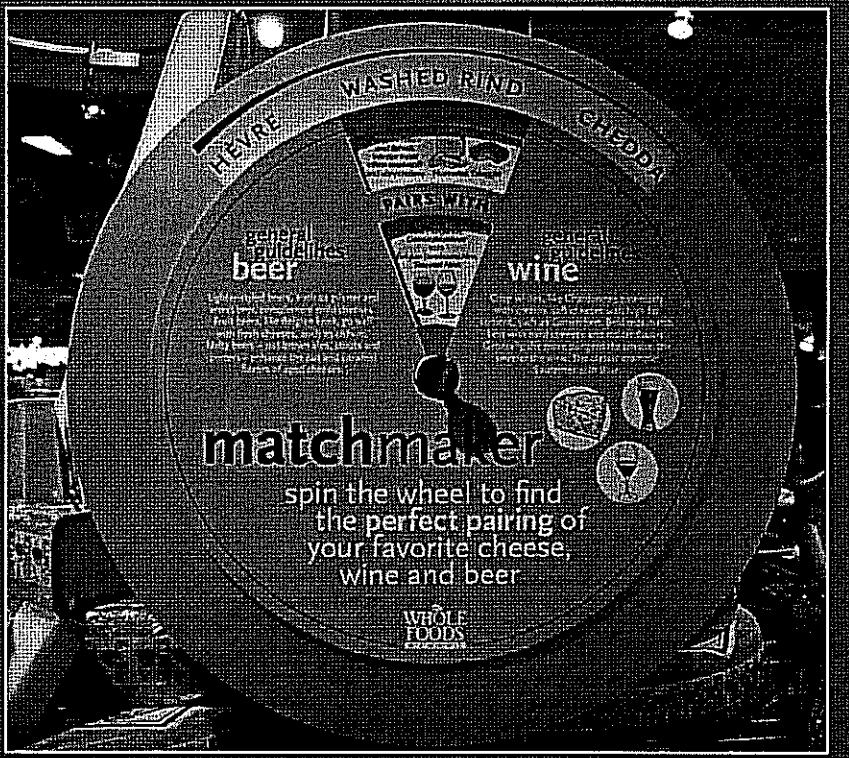
Exhibit 18 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary
Injunction
(PX00011)
Part 4 of 11

the latest generation

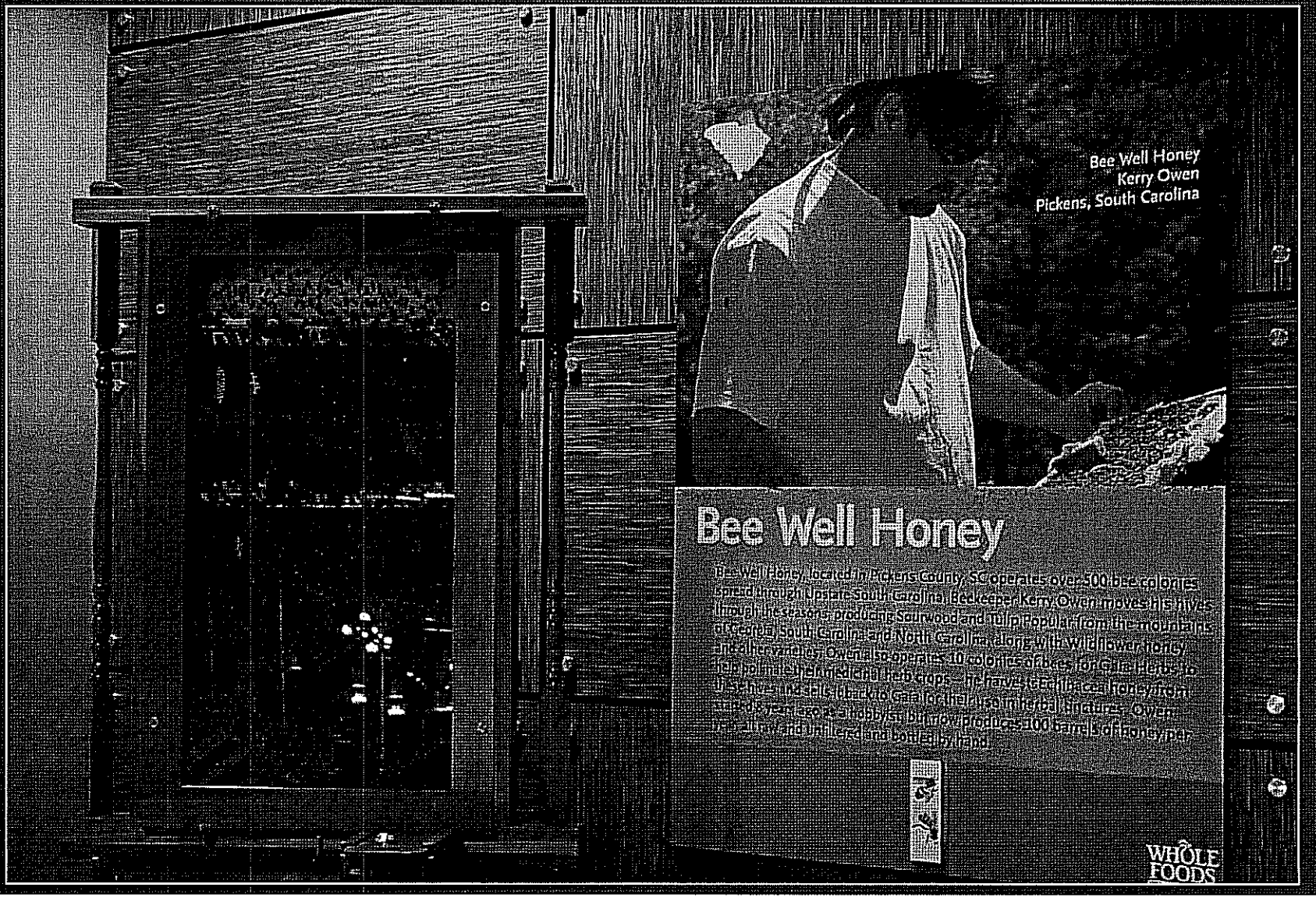
Talking Stores



PX0011-013

the latest generation

Talking Stores

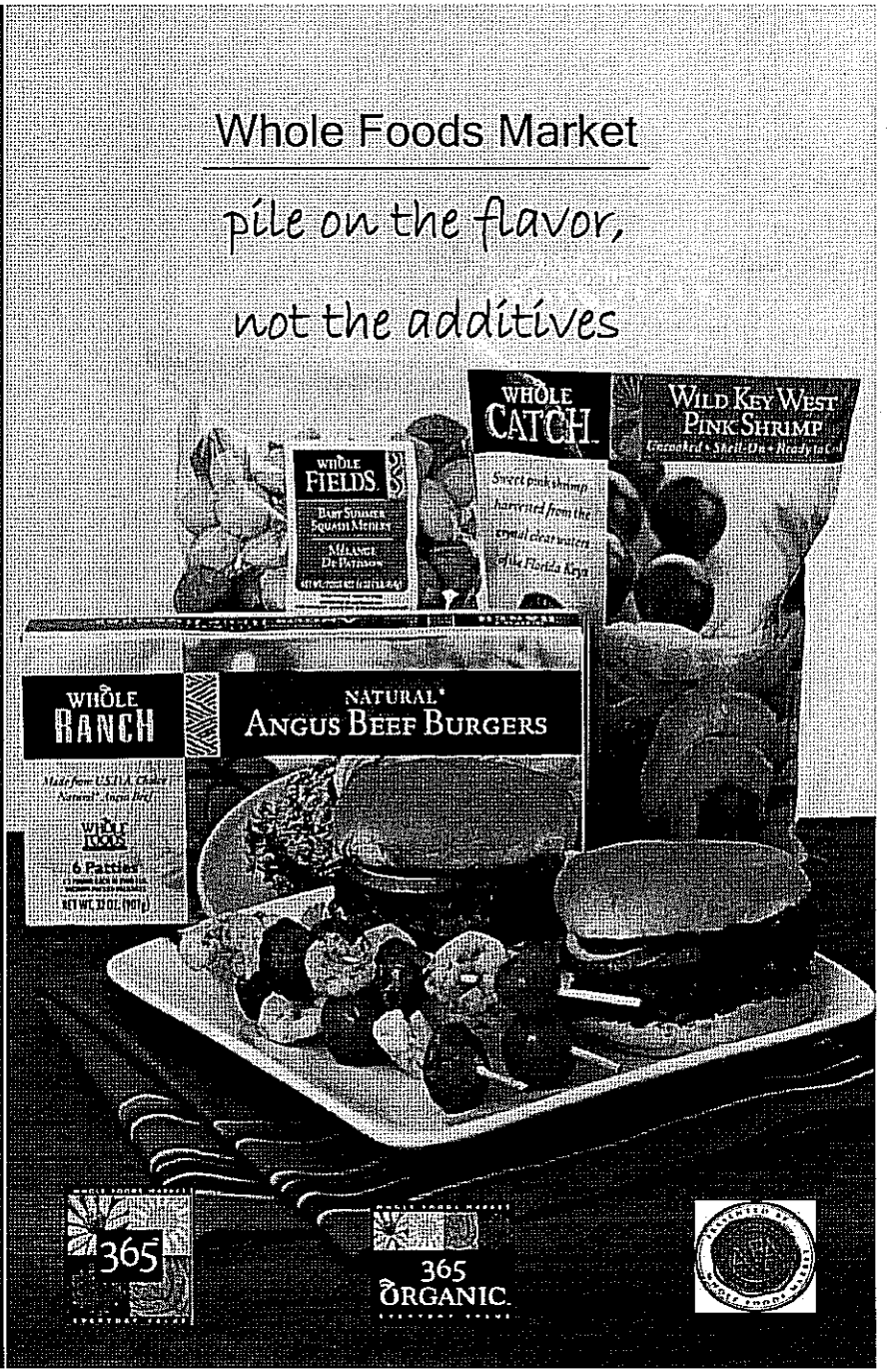


PX0011-014

our

Private Brand Opportunity

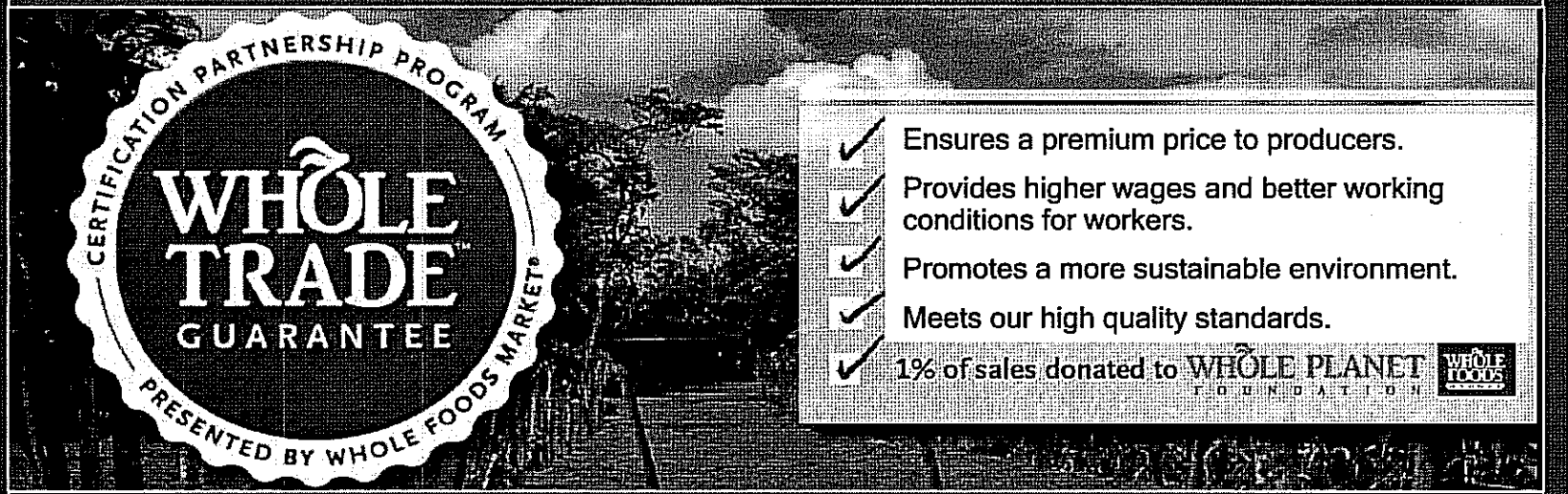
- We are the strongest brand with our customers
- As of 1Q07:
  - 1900 SKUs
  - 17% of grocery & Whole Body sales
- We expect private label to grow to a much higher percentage of our sales over time



PX0011-015

our

Whole Trade Guarantee



- Whole Trade Elements: Quality, Price, Labor & Environment
- Launching in late March
- Partnering with leading environmental and labor equity certifying agencies

PX0011-016

supporting Team Member happiness & excellence

Core Value #3

We strive to create an empowered work environment that celebrates success and sees failure as an opportunity for growth.

Our culture sets us apart.

PX0011-017