

Exhibit 72 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary Injunction
(PX00018)

To: Real Estate Committee

From: Will Paradise

Subject: Boulder Expansion

Date- 11/29/05

The Rocky Mountain Region is excited to present (at long last!) an opportunity to expand our Boulder store. This deal makes sense for us for the following reasons:

Our current store is now our smallest store in Co at a little over 39,000 feet. Our long term ability to grow sales here is limited. By expanding our store to 73,600 square feet we will position ourselves as the dominant grocer in Boulder for years to come.

Wild Oats is opening their 40,000 square foot flagship store three blocks south of us. Our expanded store, opening 12 months after their scheduled opening, will put another nail in the Oats coffin.

Our parking improves with the elimination of the movie theatre.

Our visibility improves w/ the elimination of the theatre and the current building we use for offices and a community room.

Our store will improve as we will be able to expand every department, add sit down venues, add a plaza level , and make this the flagship store of the Rocky Mountain Region.

The deal is sound. We could not build a new 73,000 square feet store for this amount.

I look forward to our call.

Will

Document Properties

Title: To: Real Estate Committee

Author: Will Paradise

Template: Normal.dot

Last saved by: Will Paradise

Revision number: 1

Application: Microsoft Office Word

Total editing time: 00:45:00

Created: 2005/11/29 17:46:00

Last saved: 2005/11/29 18:35:00

Document Properties

Company: Whole Foods Markete, Rocky Mountain Region