

Exhibit 54 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary Injunction
(PX00171)

Title:	Whole Foods Market : Company	Date:	Wed Apr 4 2007
URL:	http://www.wholefoodsmarket.com/realestate/index.html		

Real Estate Development

- Suggest a New Store Location

select an image for larger view

Information for Landlords and Brokers

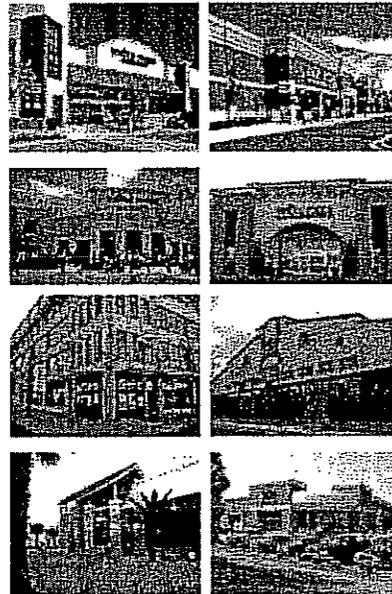
Whole Foods Market has grown from a single, small natural and organic foods store to a chain recognized nationally and internationally for high standards and amazing quality. Some of our stores are largely unchanged from the early days of our company and are neighborhood fixtures. Our newer stores are larger and offer a greater selection of products, but we continue to respect the neighborhood to which we are moving and strive to become an integral part of the community. We like to think that it isn't just the food that makes shopping at Whole Foods a great experience, but the store itself is a part of the experience. The architecture, the location, and layout of the products available to our shoppers — every single store is distinctly unique.

If you have a retail location you think would make a good site for Whole Foods Market, Inc., please review the following guidelines carefully for consideration:

- 200,000 people or more in a 20 minute drive time
- 40,000–75,000 Square Feet
- Large number of college-educated residents
- Abundant parking available for our exclusive use
- Stand alone preferred, would consider complementary
- Easy access from roadways, lighted intersection
- Excellent visibility, directly off of the street
- Must be located in a high traffic area (foot and/or vehicle)

Please refer to our Master Broker List to find contact information. To Submit a site for consideration, please send as much of the following information as possible:

- Photographs (or renderings if under development/construction)
- Site/Building plan
- Information about surrounding businesses
- Area demographics and/or neighborhood information



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