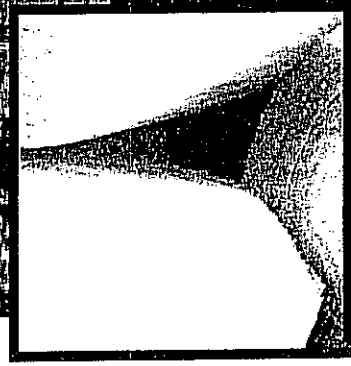
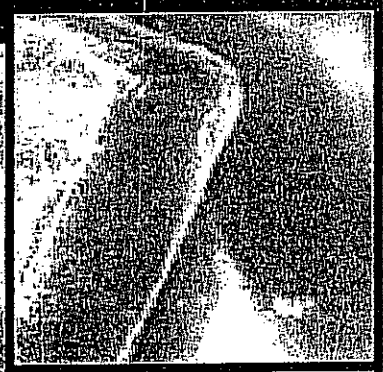
Exhibit 59 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary Injunction
(PX00676)
Part 4 of 17

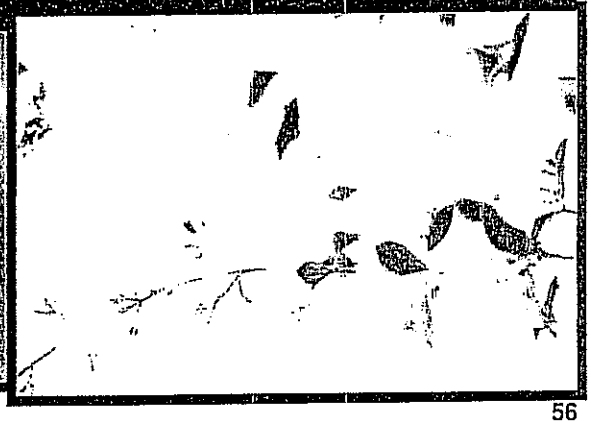
Prototype Refinement: Suggested SmartDesign Changes

The prototype Wild Oats store has just begun development

SmartDesign Group, the same firm responsible for the new Capers store, is developing this prototype



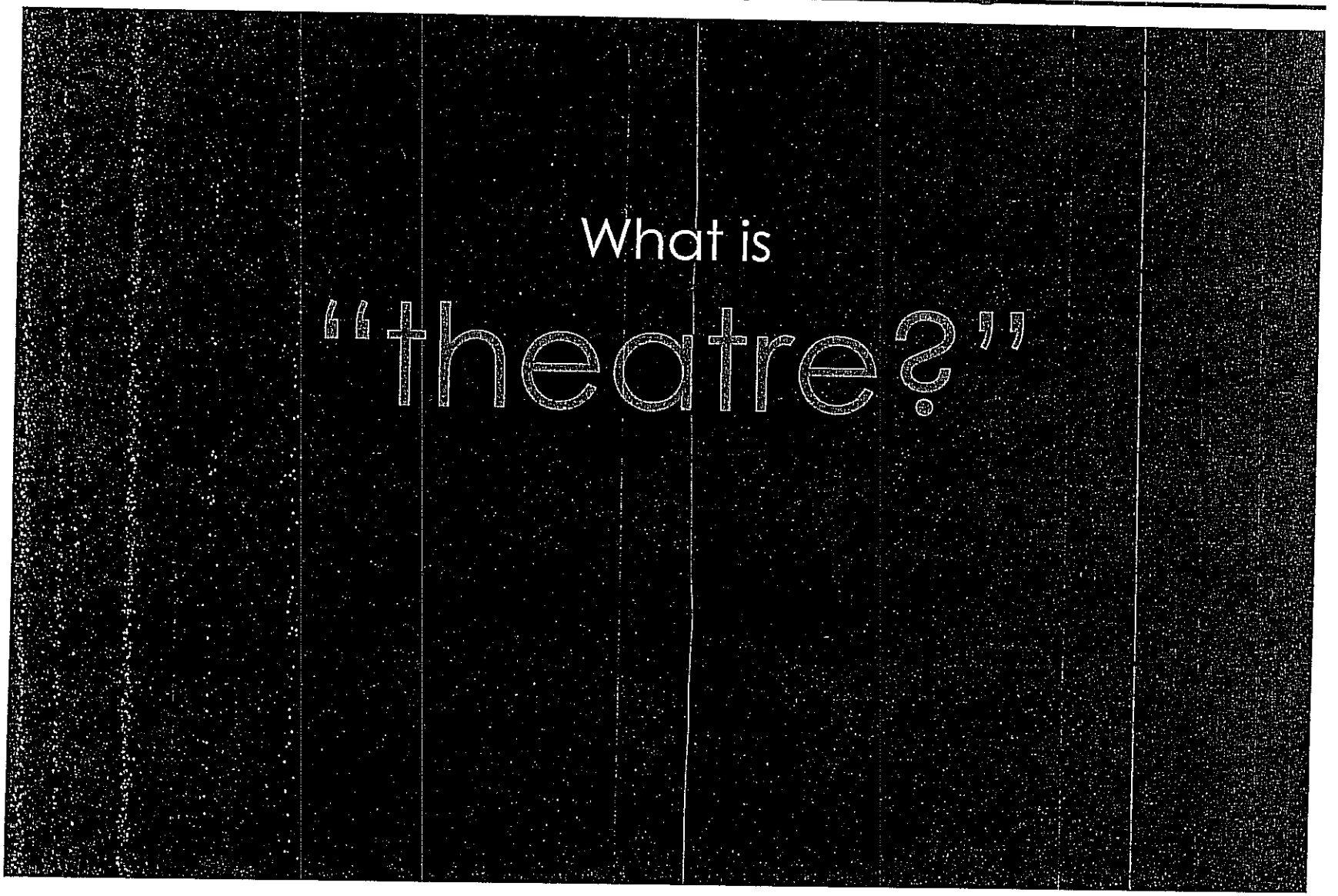




OAT- 105590
CONFIDENTIAL

PX00676-056

Prototype Refinement: Suggested SmartDesign Changes



OAT- 105591
CONFIDENTIAL

PX0067A_057

Prototype Refinement: Suggested SmartDesign Changes

Theatre is often perceived as

Gimmicky

Fake

Insincere

OAT- 105592
CONFIDENTIAL

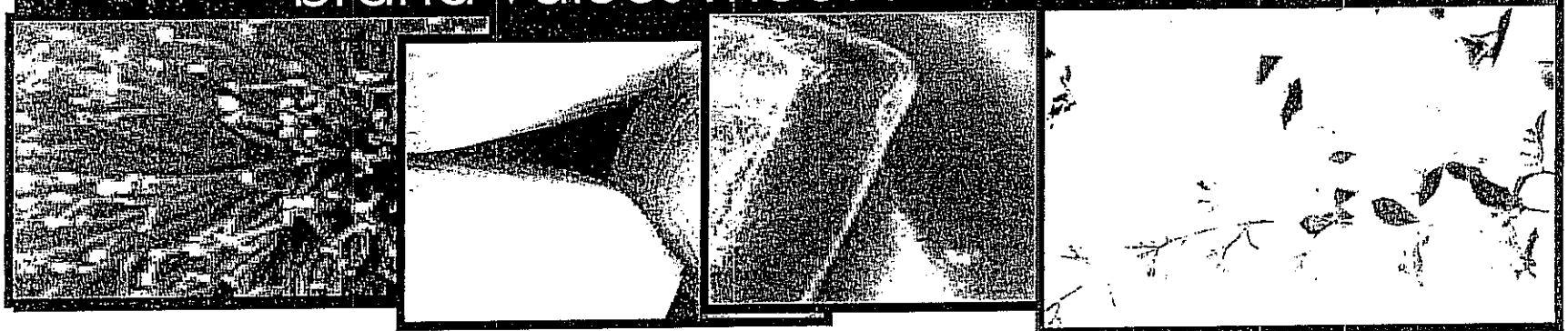
PX0067G-05R

Prototype Refinement: Suggested SmartDesign Changes

Really, it's all about creating the "experience"

Experience is what sustains the customer and reflects your brand values

The store is where these brand values meet the customer



OAT-105593
CONFIDENTIAL

PX00676-059

Prototype Refinement: Suggested SmartDesign Changes

OAT- 105594
CONFIDENTIAL

PX00676_060