

Exhibit 59 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary Injunction
(PX00676)
Part 12 of 17



Wild Oats Customer Profile

Young Digerati

% Household
% of Sales
Final WQI Index



Young Digerati are the nation's tech-savvy singles and couples living in fashionable neighborhoods in the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and dining boutiques, casual restaurants and all types of bars—forming a social scene to be envied.

Country Squires

% Household
% of Sales
Final WQI Index



The wealthiest segment of suburban America lives in Country Squires, an area of affluent Baby Boomers who've fled the city for the charms of small-town living. In the rural and commuter counties, the families of executives live in a 3,000-square-foot Country Squires enjoy country clubs, sports like golf, tennis and swimming as well as skiing, boating and hunting.

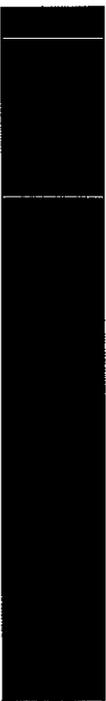
Money and Brains

% Household
% of Sales
Final WQI Index



The real estate of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these divorcees—predominantly white with a high concentration of Asians—American—are married couples with few children who live in fashionable homes on small, manicured lots.

Based on Buying Power and Frequency



God's Country

% Household
% of Sales
Final WQI Index



When city dwellers and suburbanites began moving to the country in the 1970s, God's Country emerged as the most affluent of the nation's exurban lifestyles. Today wealthy communities exist in the hinterlands, but God's Country remains a haven for upper-income couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balance of family and career, enjoying a more quiet, slower pace.

Upper Crust

% Household
% of Sales
Final WQI Index



The nation's most exclusive acreage, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesters 55 and over. No segment has a higher concentration of residents earning over \$200,000 a year or possessing a postgraduate degree. And some have more elegant standards of living.



Wild Oats Customer Profile

- **Heavy shopper:**

- Interested in health and wellness
- LOHAS (Lifestyles of Health and Sustainability) customer – integrates personal values in purchase decisions
- College graduate
- HH Income: \$ [REDACTED]
- Shops Wild Oats for natural/organic, health and wellness products
- Dedicated to health and wellness through food, especially products with nutritional benefits as well as supplements
- Tends to use conventional stores to fill in on non-perishable staples

- **Light shopper:**

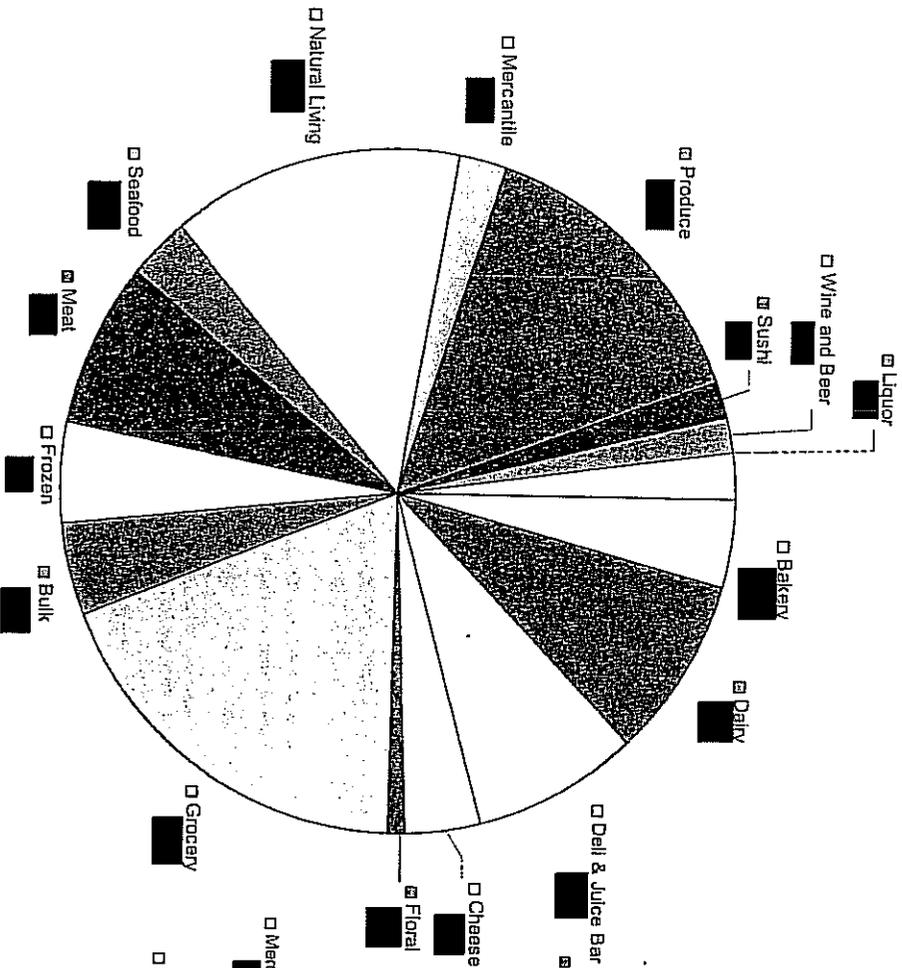
- Transitioning to health and wellness lifestyle due to health or weight issues
- College graduate/some college
- HH Income: \$ [REDACTED]
- Shops Wild Oats education, information and supplements; also, wide selection of natural/organic foods
- Includes customers entering new life stages: aging, having children, illness



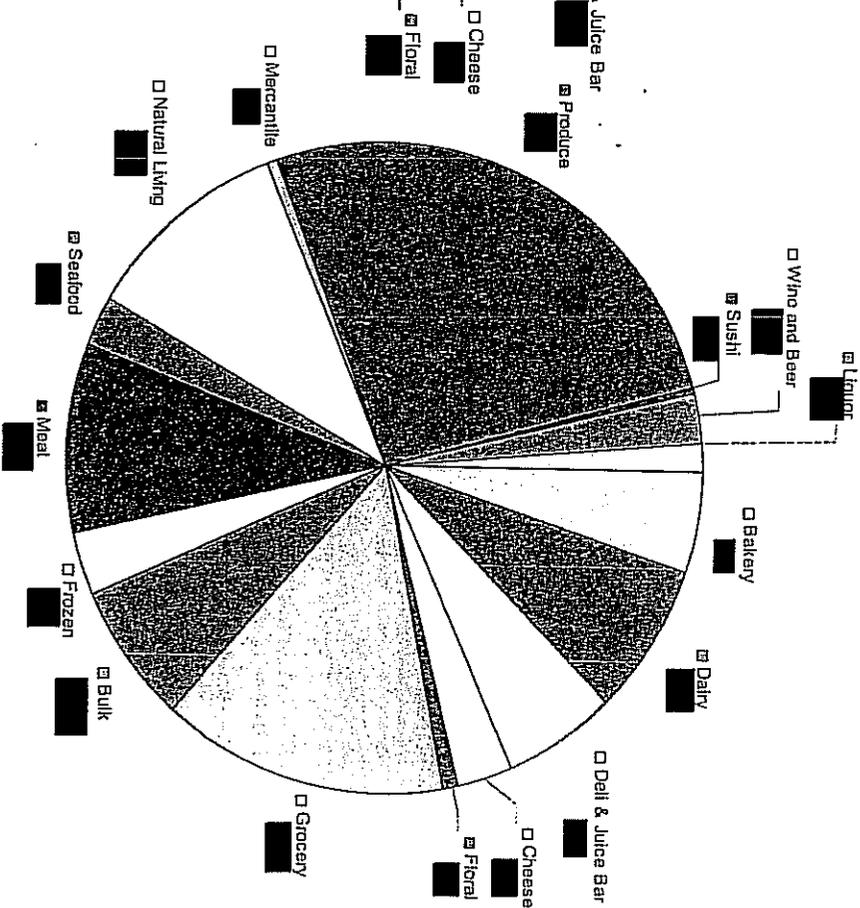
Henry's vs. Oats Recap

Sales By Department

New Wild Oats

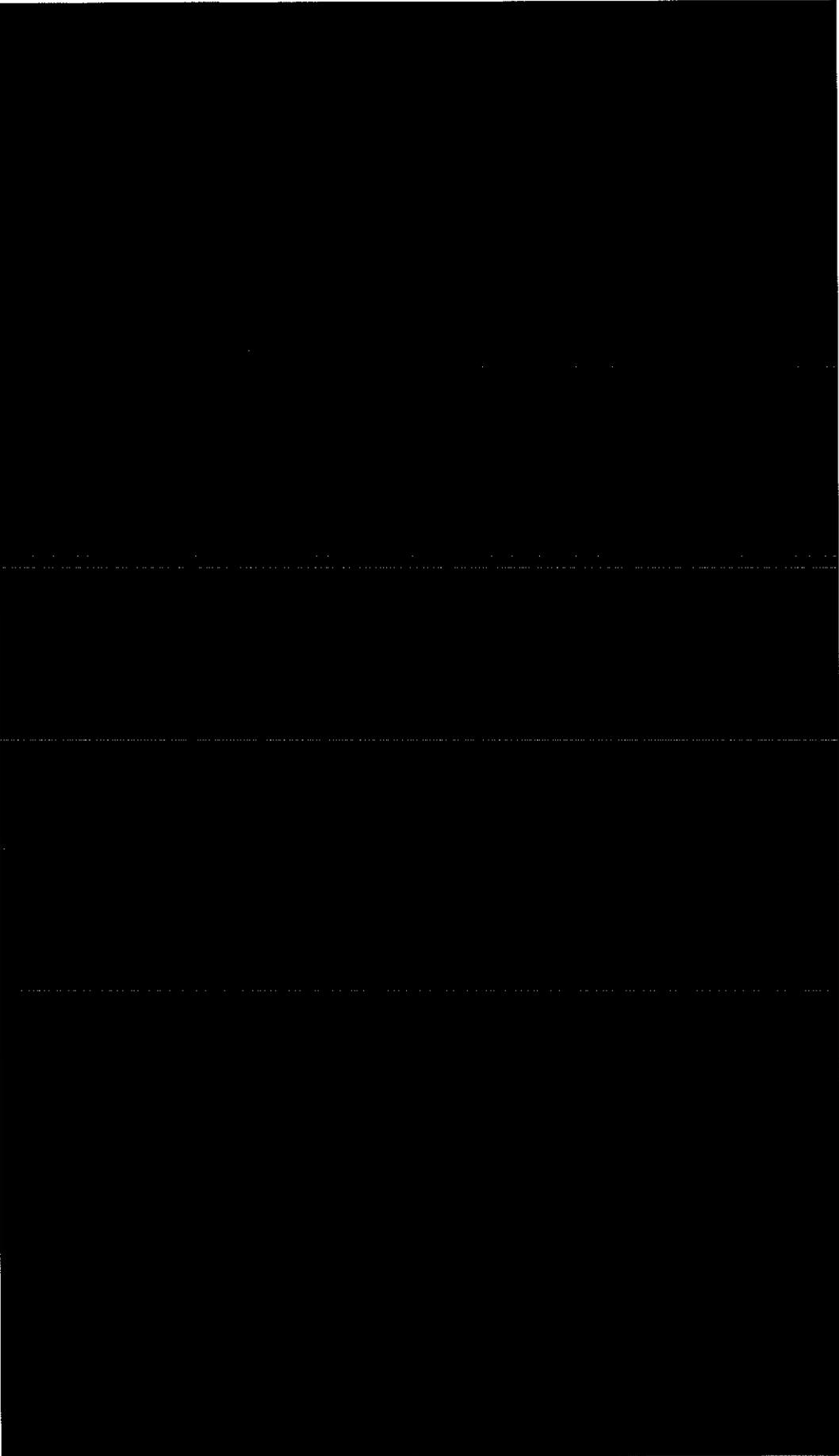


New Henry's (So. Cal only)





Traffic Comps



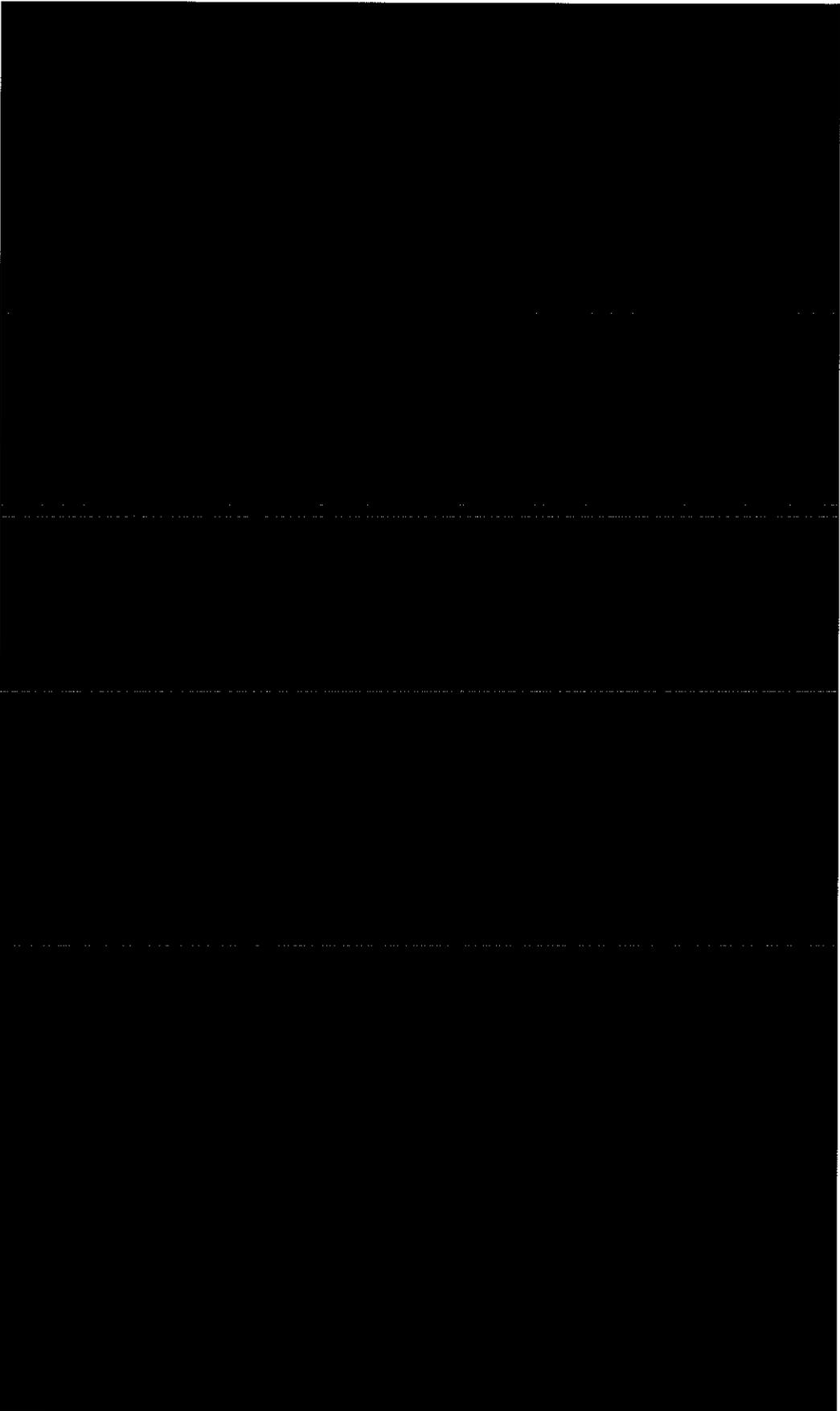
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Redacted



Average Weekly Traffic



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Henry's vs. Oats Recap

New Store Models

Henry's Current New Store Model
Square Feet: [Redacted]

Buildout Expense

- Equipment
- Tenant Improvements
- Pre-Opening Expense*
- Soft Costs and Other
- Total Cash Outlay

	Total	Par SF
Year 1	[Redacted]	[Redacted]
Year 5	[Redacted]	[Redacted]

Comp Weekly Sales

TOTAL ANNUAL SALES

Merchandise Margin

Gross Margin

Gross Margin %

PAYROLL %

PAYROLL Taxes & Benes %

DIRECT STORE EXPENSE %

STORE CASH FLOW

SGA Allocation

Post-Tax Cash Flow

10-Year Investment Metrics **

MIRR:	[Redacted]
IRR:	[Redacted]
NPV:	[Redacted]

* Cash Only

** % Discount and Reinvestment Rate

Wild Oats Current New Store Model
Square Feet: [Redacted]

Buildout Expense

- Equipment
- Tenant Improvements
- Pre-Opening Expense*
- Soft Costs and Other
- Total Cash Outlay

	Total	Par SF
Year 1	[Redacted]	[Redacted]
Year 5	[Redacted]	[Redacted]

Comp Weekly Sales

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10-Year Investment Metrics **

MIRR:	[Redacted]
IRR:	[Redacted]
NPV:	[Redacted]

* Cash Only

** % Discount and Reinvestment Rate



Future Growth of Oats vs. Henrys

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Recap of 2005 and 2006 - New Store Sites to Be Opened

Wild Oats Openings	Opening Date
Tampa, FL	March 2006
Naples, FL	March 2006
Boulder, CO	November 2006
Capers Openings	
Vancouver, BC (Cambie Street)	July 2006
Henry's Openings	
Glendale, AZ	August 2005
Chandler, AZ	October 2005
Rancho Cucamonga, CA	October 2005
Carlsbad, CA	February 2006
Surprise, AZ	February 2006
Rancho Temecula, CA	June 2006
Oceanside, CA	June 2006
Escondido Relocation, CA	Fall 2006
La Quinta, CA – Lease Terminated – possible resurrection on Wild Oats' terms	Fall 2006

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2006 and 2007 New Store Deals In Progress

Wild Oats Locations	Henry's Locations
[Redacted]	[Redacted]

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Redacted



Real Estate Strategy-- 2007 and Beyond

Three-pronged Strategy for Board Consideration:

1. Focus on high density MSAs:
 - That MapInfo ranked as high priority for Wild Oats using new forecasting model
 - Where high purchases of natural and organic foods per Spins/IRI data
 - Where existing Oats stores are performing well
2. Focus on Whole Foods' high demand natural and organic markets where:
 - Whole Foods has older, smaller boxes (older than 1998 and smaller than 30,000 ft.)
 - High demand for natural, organic and gourmet using Spins/IRI data
 - High potential demand per MapInfo forecasting model
3. Continue to look for relocations for existing smaller/older stores and opportunistic new locations

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