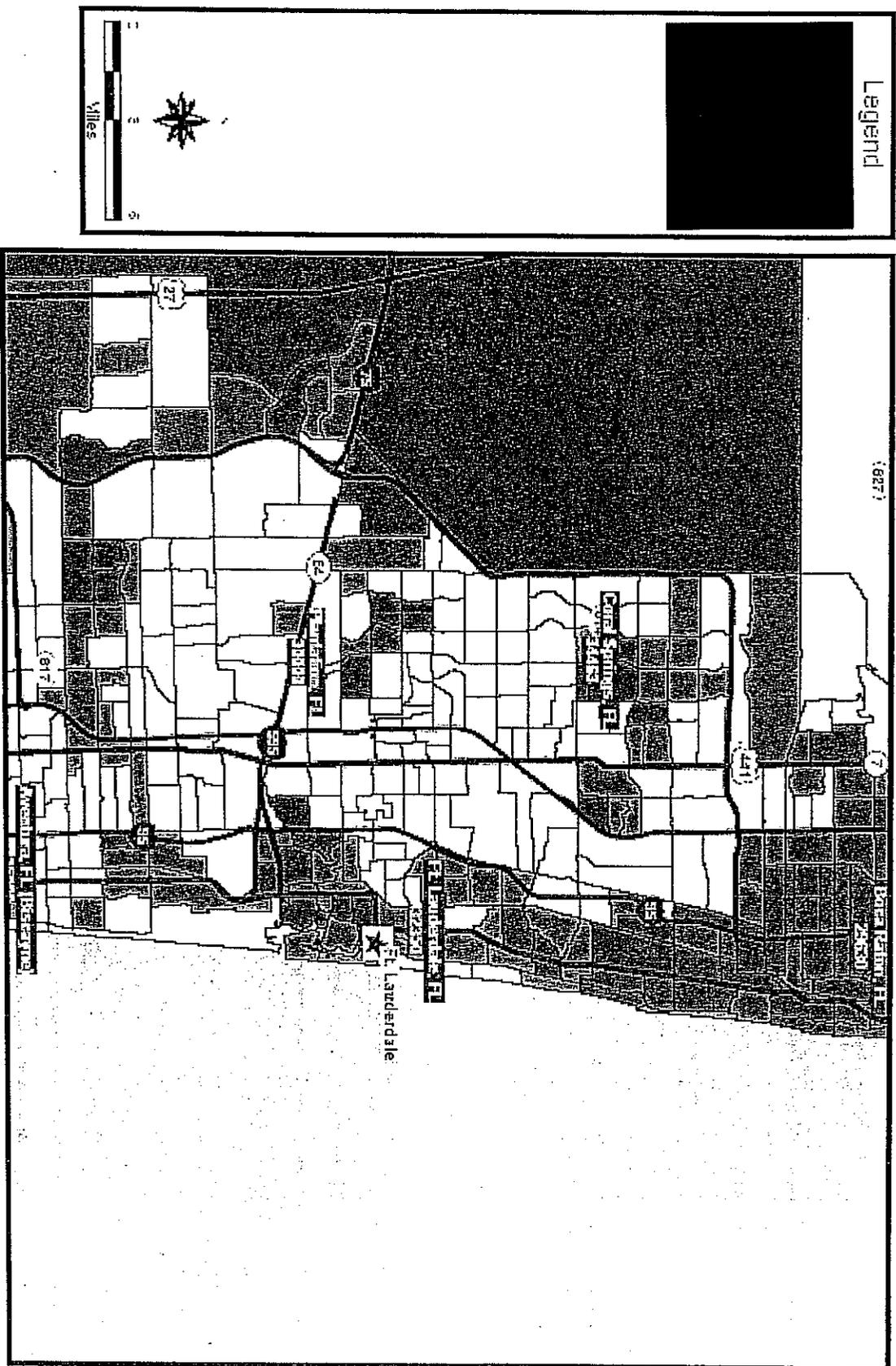


Exhibit 59 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary Injunction
(PX00676)
Part 14 of 17



Example Demand Surface Map

- Existing WFMI Stores in Florida



OAT-105644
CONFIDENTIAL

Wild Oats Markets, Inc. - Company Confidential

Redacted



Relocations and Opportunities

Relocation Strategy

Relocation candidates depend on:

- Existing store performance (both gross sales, store contribution and store comps)
- Incremental cash flow analysis
- Potential competitive impact if relocation not done
- Remaining lease term

Examples:

- [redacted] - **working deal**
 - [redacted] relo'd to [redacted] - current store: [redacted] % comp
- [redacted] - **working deal**
 - [redacted] ft relo'd to [redacted] ft - current store: [redacted] comp
 - Whole Foods negotiating for same site
- [redacted] - **working deal**
 - relo to higher density area (primary term expiring 2007) - current store: [redacted] comp
- [redacted] - **working deal**
 - relo smaller old box hit by Whole Foods new site to west side of total market
 - existing lease expiring



Relocations and Opportunities

Opportunistic sites – outside of target priority markets

- High demand areas
- A+ locations

Examples:

- [REDACTED] – landlord refused to do Whole Foods [REDACTED] 000 ft box – potential Wild Oats site in dense, high demand market
- [REDACTED] – landlord refused to do Whole Foods [REDACTED] 000+ ft box – dense, high demand market
- [REDACTED] – potential Wild Oats site in dense, high demand market



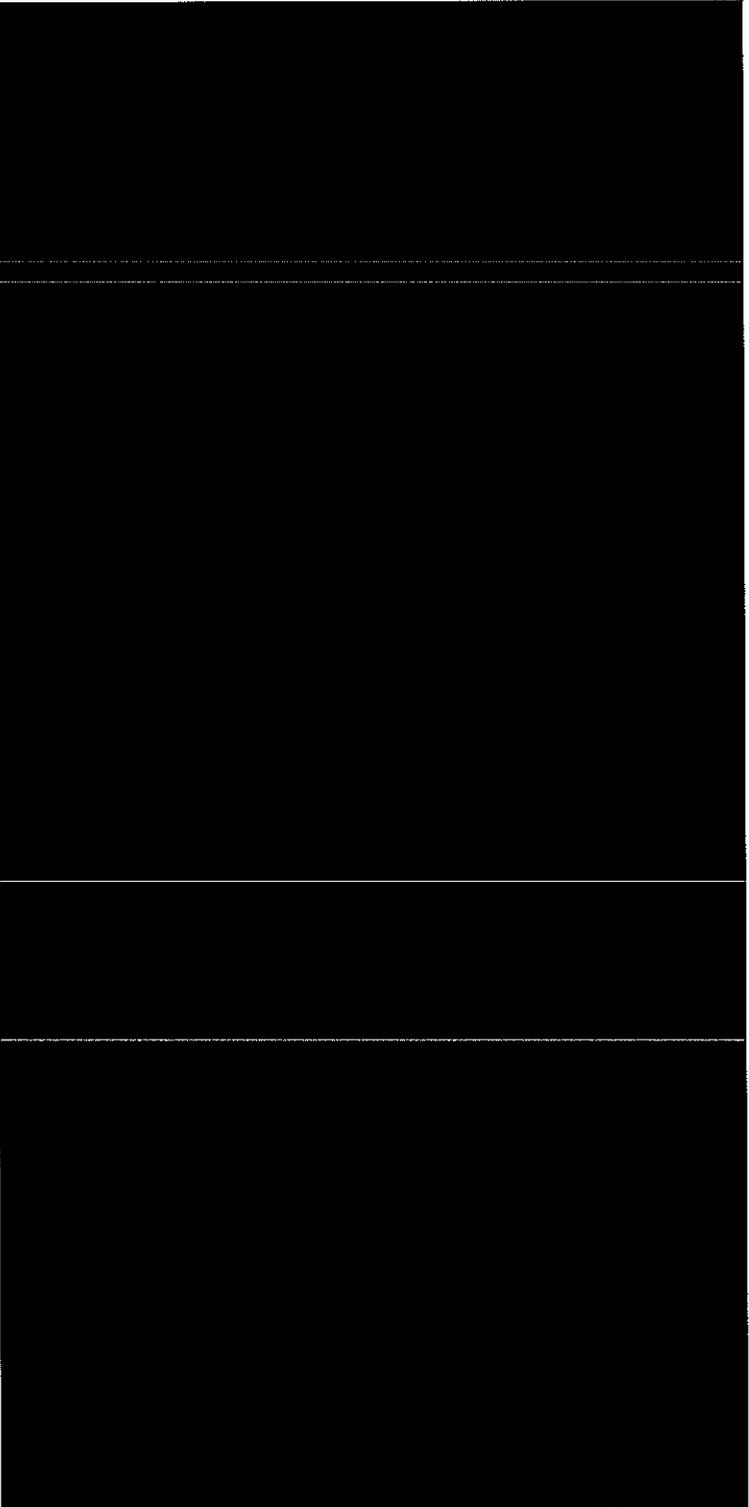
New Markets vs. Infill Density

Infill only where:

- Existing store sales exceed \$ [REDACTED] /wk and positively comp'ing > [REDACTED] %
- Population in new store trade area at least [REDACTED] % of existing store trade area
- Proven natural/organic demand in new trade area through 3rd party data (Spins/IRI)
- Incremental sales of \$ [REDACTED] M or greater through [REDACTED] modeling
- Established population base - [REDACTED]
- Established incomes in excess of [REDACTED]



Henry's Growth Strategy





Henry's Growth Strategy

List of targeted communities for Henry's growth in CA:

[Redacted]

Trade Area

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.
- 26.
- 27.

[Redacted]	[Redacted]
------------	------------

[Redacted]

Trade Areas

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.

[Redacted]	[Redacted]
------------	------------

[Redacted]

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.

[Redacted]	[Redacted]
------------	------------



New Market Selection Criteria

- Top 20 markets per [REDACTED] and [REDACTED] prioritization
- No [REDACTED] trade areas unless [REDACTED] % of population base in strong performing stores in analogous areas



Reliability of [REDACTED] Model

Methodology

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]



Reliability of [REDACTED] Model

Wild Oats Brand Sales Forecasting Model
 Installed In-House June 27, 2005

	Actual Sales 2004	Forecasted Sales 2004	Variance
[REDACTED]	\$418,000	\$405,000	-\$13,000
[REDACTED]	\$307,000	\$286,000	-\$21,000
[REDACTED]	\$377,000	\$262,000	-\$115,000
[REDACTED]	\$343,000	\$282,000	-\$61,000
[REDACTED]	\$295,000	\$273,000	-\$22,000
[REDACTED]	\$292,000	\$261,000	-\$31,000
[REDACTED]	\$262,000	\$326,000	\$64,000
[REDACTED]	\$298,000	\$284,000	-\$14,000
[REDACTED]	\$248,000	\$216,000	-\$32,000
[REDACTED]	\$262,000	\$250,000	-\$12,000
Average	\$310,200	\$284,500	-\$25,700
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	\$118,000	\$120,000	\$2,000
[REDACTED]	\$105,000	\$122,000	\$17,000
[REDACTED]	\$114,000	\$137,000	\$23,000
[REDACTED]	\$112,000	\$121,000	\$9,000
[REDACTED]	\$104,000	\$131,000	\$27,000
[REDACTED]	\$111,000	\$143,000	\$32,000
[REDACTED]	\$90,000	\$121,000	\$31,000
[REDACTED]	\$117,000	\$117,000	\$0
[REDACTED]	\$92,000	\$109,000	\$17,000
[REDACTED]	\$85,000	\$120,000	\$35,000
Average	\$104,800	\$124,100	\$19,300

* Still Not Mature (Open Less than 3 years)



Reliability of [Redacted] Model

Results

-
-
-

[Redacted]	[Redacted]	[Redacted]
------------	------------	------------

Wild Oats Brand - Real Estate Sales Forecasting Model
 Actual versus Predicted Sales (For Existing Wild Oats Stores)

[Redacted]	[Redacted]	[Redacted]
------------	------------	------------

Wild Oats Markets, Inc.- Company Confidential

Actual Weekly Sales
 RE Model Predicted Sales

Redacted



Marketing - Grand Opening Strategies and Brand Awareness Building

OAT-105654
CONFIDENTIAL