

Exhibit 4 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary Injunction
(PX00712)

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Re: Getting ready for takeover (Not rated) 22-May-01 10:54 am

robrieh2--every industry has a #2 player. Who is the #2 player to Starbucks? With the demise of OATS, Whole Foods Market has become the Starbucks of the Natural/Organic retail business.

Why OATS will not be sold (except out of bankruptcy):
1. No way Whole Foods will touch this company. Why should they? Whole Foods is simply killing them everywhere they compete and they are developing at least 10 more stores right now that will compete with OATS head to head. OATS has little to no value to Whole Foods at this point. Perhaps it did a few years ago, before Boulder, Denver, and Santa Fe, but no longer.
2. No conventional operator will bother with acquiring OATS. OATS' stores are too small to have any value to them. OATS intellectual capital in the industry appears to be rather small (based on their performance) and not likely worth much to a conventional operator. OATS stock price is way too high for a conventional operator. Would be highly dilutive to them.
3. No financial buyer will acquire OATS unless their stock price was to fall below \$3 a share. Their competitive position is too weak and the upside too small to take the risk.

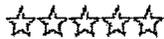
OATS won't be sold. Whole Foods will keep entering into their current "monopoly" markets and take their business away. OATS stock price will steadily drift downward over the next couple of years as the market realizes that OATS can't compete with Whole Foods, Odak can't fix it, and nobody wants to buy it.



rahodeb

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Getting ready for takeover Halt construction of new stores, terminate most managem...	cosmodead2001	Rate it	16-May-01 06:48 pm

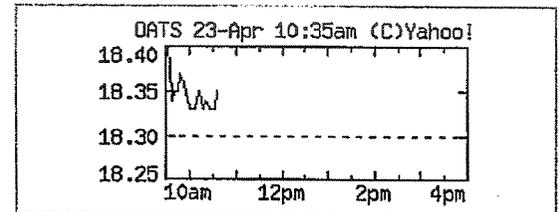
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Wild Oats Markets Inc. (OATS)



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Re: Getting ready for takeover Why on earth would WFM want to buy Oats? I'd bet t...	irishoatz	Rate it	16-May-01 11:02 pm
smart thinking Your analysis is right on. The only reason Ma...	kavadude2001	Rate it	17-May-01 07:40 am
Re: Getting ready for takeover Okay, I'll bite. Saying "it will happen...	irishoatz	Rate it	17-May-01 04:48 pm
irishoatz im with ya I agree. If WFM does buy they will ...	kavadude2001	Rate it	17-May-01 09:46 pm
Re: Getting ready for takeover-not WFMI is eliminating their #1 competitor- ...	Hog152	Rate it	17-May-01 11:25 pm
How true Hog152 It'll be interesting to see how thi...	irishoatz	Rate it	18-May-01 05:57 pm
Re: How true Hog152 "I'd like to see a slow cannab...	ericgenegordon	Rate it	19-May-01 02:10 am
Re: Getting ready for takeover Yes someday the takeover will probably h...	robrich2	Rate it	21-May-01 03:39 am
Re: Getting ready for takeover I think you're right on about AHOLD...	dnceteacher	Rate it	21-May-01 10:41 am
Re: Getting ready for takeover They've already had an AHOLE i...	Hog152	Rate it	21-May-01 12:58 pm
Hog152 Your post has finally gi...	wilynos	Rate it	21-May-01 09:28 pm
Re: Hog152 Well I've been found...	Hog152	Rate it	22-May-01 10:47 am
Re:	wilynos	Rate it	22-May-01 10:59 am

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Hog152
Thank
you.
You...

Re: Hog152 Rate It 22-May-01 11:21 pm
Hog152-
the
truth
I was
lyin...

Re: Getting ready for rahodeb takeover Not rated 22-May-01 10:54 am

Re: rahodeb- stockeazy Rate It 22-May-01 12:44 pm
Getting ready for
takeover
I agree with
much of what
you ...

Re: rahodeb- rahodeb Rate It 22-May-01 01:32 pm
Getting ready
for takeover
stockeazy--O
dak may be
a ...

Re: rahodeb- stockeazy Rate It 22-May-01 01:50 pm
Getting ready
for takeover
At one
point in
its ...

rahodeb is right kavadude2001 Rate It 22-May-01 03:28 pm
on
Exactly as you
say. WFs is
doi...

Re: rahodeb is irishoatz Rate It 22-May-01 05:08 pm
right on
If OATS
keeps to the
seco...

Re: Getting ready for Hog152 Rate It 16-May-01 11:26 pm
takeover-humbug
I call the company all the
time to ask the questio...

Briefing.com on analyst grilltour2001 Rate It 17-May-01 03:16 pm
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