

Exhibit 53 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary Injunction
(PX01307)

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10-Jul-00 11:20 am

PetSmart has lower employee costs and is cheaper on dog food than WFMI. Does that make it them the major competitor of WFMI? Of course not. TJ's is a completely different concept than WFMI. WFMI's business is all about perishables--fresh produce, fresh seafood, fresh meat, in store delis, juice bars, and bakeries. WFMI has stated that more than 50% of their sales are in these categories of products--categories which TJ's doesn't even have. TJ's is primarily a discount private label company with a large wine selection. I like their stores. They have some pretty good prices on their stuff. However, they are not WFMI's primary competitor because their concept and product mix is so different than WFMI. Where do they compete with WFMI and really hurt them? You might visit WFMI's San Rafael California store sometime. This store is obviously doing incredible sales volume (in a small store too). It is right across the street from a TJ's. WFMI competes very well with TJ's. Go see for yourself if you don't believe me.



rahodeb

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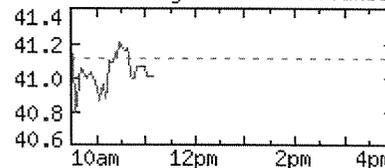
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Whole Foods Market Inc. (WFMI)

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WFMI 31-May 11:10am (C)Yahoo!



At 11:10AM ET: **41.0001** ↓ 0.1099 (0.27%)

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compewterdr Stockbuyer_2 Rate it 11-Jul-00 02:57 pm
I noticed your reference to a TJ's.
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Stock, re: Trader Joe's
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Rahodeb THREE_QUARTERS_FO... Rate it 10-Jul-00 01:26 am
Good luck...

THREE QUARTERS FOODS rahodeb Rate it 10-Jul-00 09:05 am
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rahodeb HedgeGP Rate it 9-Jul-00 10:55 am
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raho and Hedge KOAinvestors Rate it 9-Jul-00 04:25 pm
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Beware of pesticides Hog152 Rate it 11-Jul-00 12:32 am
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