

Exhibit 74 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary Injunction
(PX01312)

[PORTIONS REDACTED]

From: John P Mackey
Sent: 04/06/2006
To: AC Gallo (NA NAO); WFM ETeam
Cc:
Bcc:
Subject: RE: [REDACTED]

Unfortunately we don't have any more new stores opening new [REDACTED]. Chances are good that they will be sold before [REDACTED].

From: AC Gallo (NA NAO)
Sent: Thursday, April 06, 2006 9:42 AM
To: John P Mackey; WFM ETeam
Subject: RE: [REDACTED]

I read the article. Odak also is referring to us as more of a ""gourmet store"" while [REDACTED] is more of a true natural foods store. We will just have to keep kicking his ass wherever we compete and let the customers decide. I can't wait until we open our Portland store next year and squash them with both higher quality and lower prices.

From: John P Mackey
Sent: Thursday, April 06, 2006 10:34 AM
To: AC Gallo (NA NAO); WFM ETeam
Subject: RE: [REDACTED]

[REDACTED] is now claiming to the media that they are much lower priced than "Whole Paycheck". This is of course a lie, but the media seems eager to believe it.

From: AC Gallo (NA NAO)
Sent: Thursday, April 06, 2006 9:03 AM

To: WFM ETeam

Subject: [REDACTED]

[REDACTED] had a good opening yesterday doing [REDACTED] despite the fact that the weather here was pretty horrible. Hard to tell how it affected [REDACTED]. We think it is going to impact [REDACTED] more than [REDACTED]. However yesterday [REDACTED] way above normal and [REDACTED] way below normal which may have been caused by the rain/snow storm we had which hurt sales in [REDACTED] stores yesterday like [REDACTED].

Christina, David and I met with investors at the store who mostly had questions about new store productivity on the larger stores and effect on margins caused by new competition. Things went well. One of the folks who lives on [REDACTED] and shops in [REDACTED] was mentioning that he thought our high priced image was not deserved. He found many items at the [REDACTED] stores that were cheaper than other stores in the area. Wondered if there were more things we could do to get the word out. I told him we were very aware of the ""Whole Paycheck"" image that the media and other retailers were trying to pin on us and that we had a program in the works to make sure that it didn't stick.

Redacted