

Exhibit 69 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary Injunction
(PX01315)

From: Ted Andrews
Sent: Thursday, January 26, 2006 1:10 PM
To: Laura Coblentz
Cc: Melissa Porter; ARL Store Director
Subject: FW: Whole Foods impact at ARL

From: Ted Andrews
Sent: Thursday, November 03, 2005 10:20 AM
To: Bruce Bowman
Cc: Jim Middleton; Ted Andrews; Dave Bernier
Subject: FW: Whole Foods impact at ARL

Bruce – here is the breakdown of dept sales loss at ARL. The [REDACTED] depts., particularly [REDACTED] [REDACTED] are where they've gotten into our pockets.

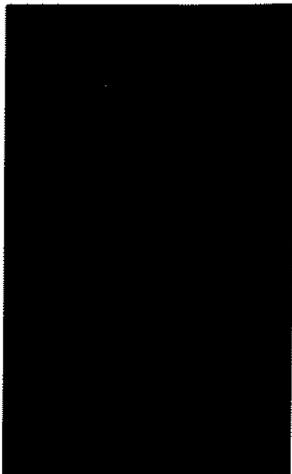
Perhaps we could drop an aggressive fresh flyer or two into WF zip codes in the coming weeks?

Ted

From: ARL Store Director
Sent: Thursday, November 03, 2005 10:05 AM
To: Ted Andrews
Subject: Whole Foods impact at ARL

I am looking at August 2005 and comparing to October 2005. Whole Foods opened on Sept. 7, 2005.

Here are the percentages of sales decreases by department:



versus last year same period down [REDACTED]

As you can see, the heaviest effected departments are Seafood, Produce, Meat, Cheese, Floral, Dairy, Natural Living, and Deli. These departments are at least 15% down from August. The highlighted departments are the most effected.

When Whole Foods opened they ran a full page ad every Wednesday for 4 weeks in the Columbus Dispatch food section. They skipped two weeks, then began running the full page ads again. They are also getting lots of sponsorship support on NPR (National Public Radio) for the past few weeks. I would expect these ads to continue through the holidays.

During the time of September 1st through October 4th, we ran bounce back coupons. Save \$5 off an order of \$20 or more, and save \$10 off an order of \$40 or more. The impact of these coupons ended on October 18th which was the last

EOAT-01626017
CONFIDENTIAL

PX01315-001

day for redemption. We have also started a 10% off student discount program at the begin of September. This program didn't have any impact until the students returned on September 21st. We are averaging about a [REDACTED] with this program in discounts.

We are planning on running 3 advertisements in smaller papers in the coming weeks to advertise our turkeys.

I believe we should look at sending out our flyers in new areas such as [REDACTED] area.

Construction activity for November will be limited to the parking lot. The landlord will be starting work on Friday November 4th. They will be digging a trench in the main front parking lot and installing a new storm system. In the back parking lot, they will be doing the same in several areas and having the lines meet in the center of the lot and running to the extreme south end of the parking lot. After the pipes have been installed, they plan on extend the sidewalk on the front of the building by 3 feet. They will then reasphalt the parking lot. The contractor will be working with us to keep parking issues to a minimum, but with the general layout of the lot, there will be issues. Trying to get work done before Thanksgiving week in the front parking lot. The rear lot will present some issues as well with unloading of trucks and some parking. Overall, this may have some impact on business as well.

Hope this is what you were looking for.

Bob.

EOAT-01626018
CONFIDENTIAL

PX01315-002