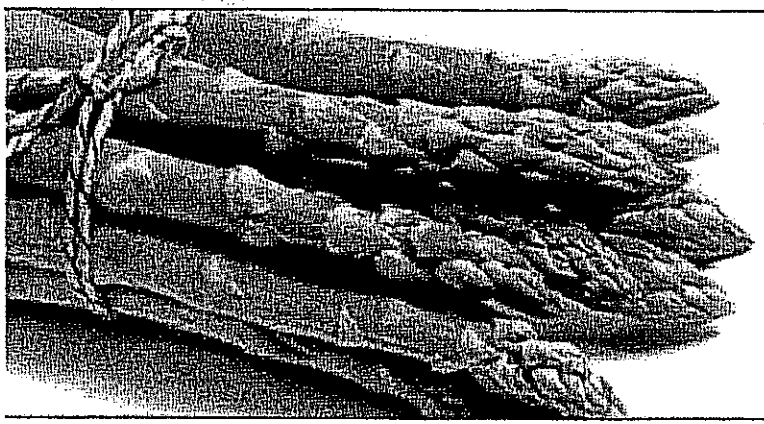
Exhibit 19 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary
Injunction
(PX01332)
Part 10 of 12

HIGHLY CONFIDENTIAL

Wild Oats Outdoor Advertising



Like a regular grocery store.
Only with real food.

WILD OATS
NATURAL MARKETPLACE

Sure, you could buy food somewhere else.
But then you'd have to eat it.

WILD OATS
NATURAL MARKETPLACE

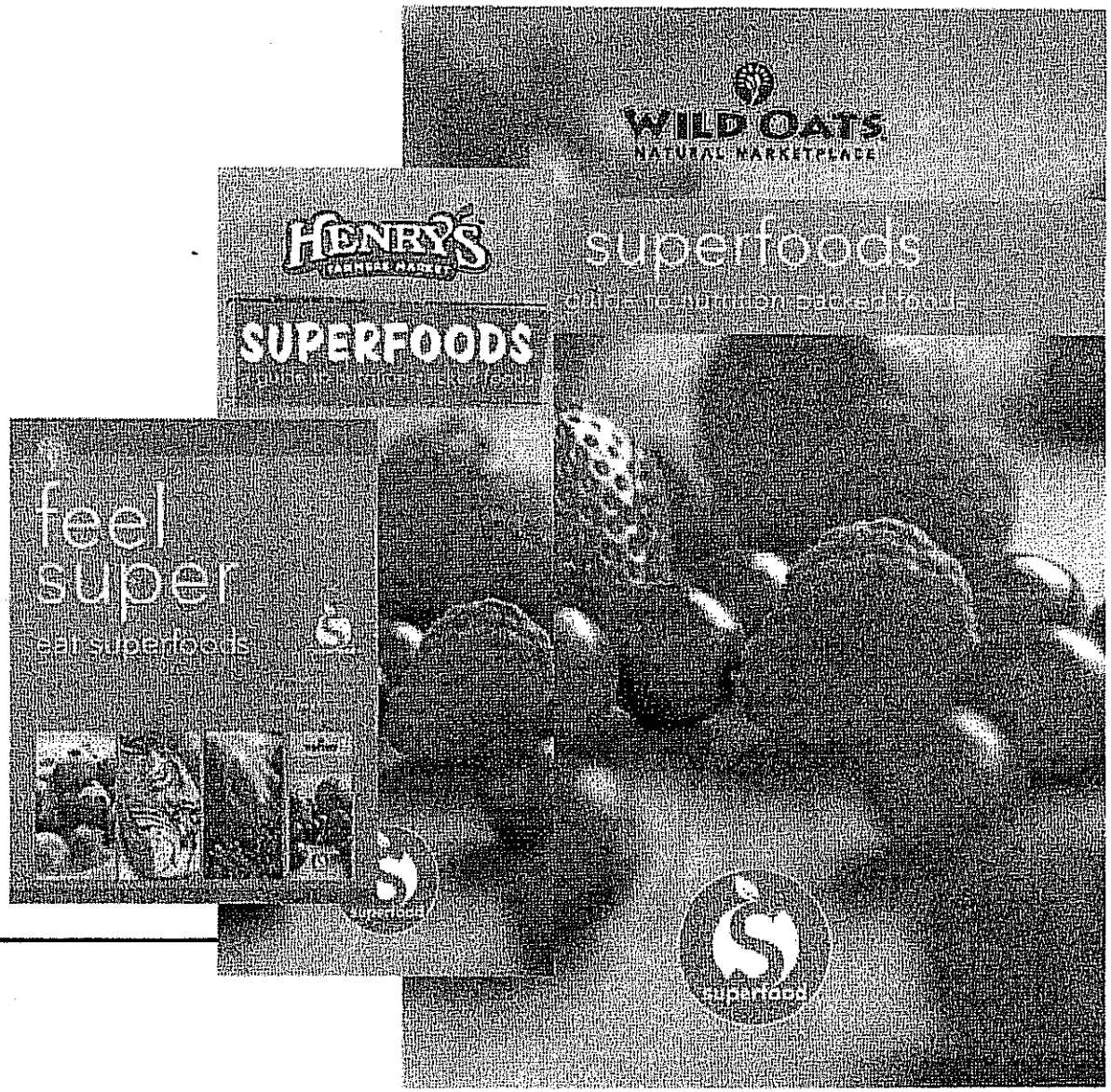
WO-VS-9-000177

PX01332-083

Reaching New Customers - Unique Promotions

Superfoods education program

- **In-store signage**
- **Magazine**
- **News media**



HIGHLY CONFIDENTIAL
WO-VS-9-000178
PX01332-084

HIGHLY CONFIDENTIAL

Reaching New Customers - Issues and Trends

Developing promotions and merchandising that are on the cutting edge of food and health trends

- **In-store posting of news studies**
- **Being ahead of food trends**

NEWS BITES

INFORMATION TO HELP YOU MAKE DELICIOUS AND HEALTHY CHOICES

Fair Trade Is Good Business For Third World Producers

"Fair Trade ensures that workers receive fair wages for their services while consumers receive a great tasting cup of coffee"

WWW.WILDOATS.COM 800.434.WILD

WO-VS-9-000179

PX01332-085

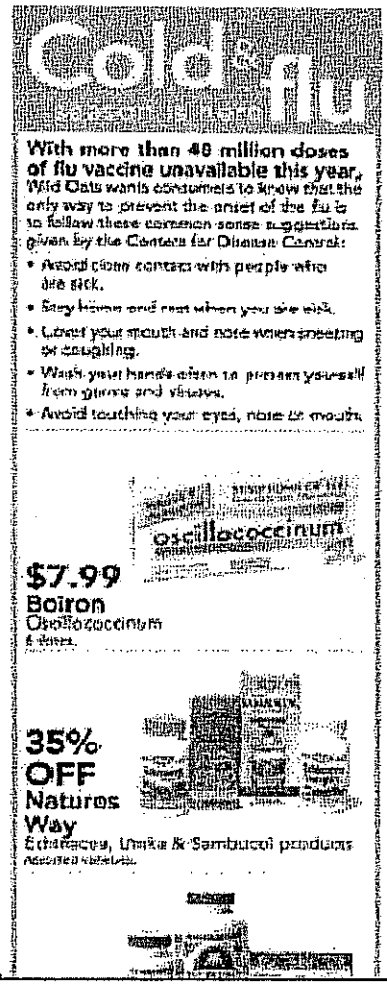
HIGHLY CONFIDENTIAL

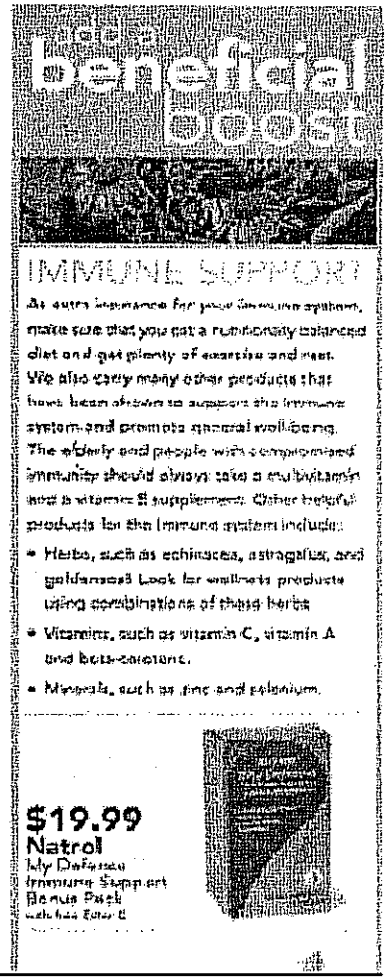
Reaching New Customers - Issues and Trends

Being ahead of health trends

Flu vaccine shortage

- **Product end caps**
- **Public Relations**
- **Advertising**





WO-VS-9-000180

PX01332-086

HIGHLY CONFIDENTIAL

Farm Fresh Food at Side of the Road Prices

For people who desire great tasting fresh and natural foods at a great value, Henry's Farmers Market & Sun Harvest offer farm fresh produce, all natural foods, vitamins and supplements in an authentic farmers market setting from down-to-earth folks who provide good old-fashioned service.

WO-VS-9-000181
PX01332-087

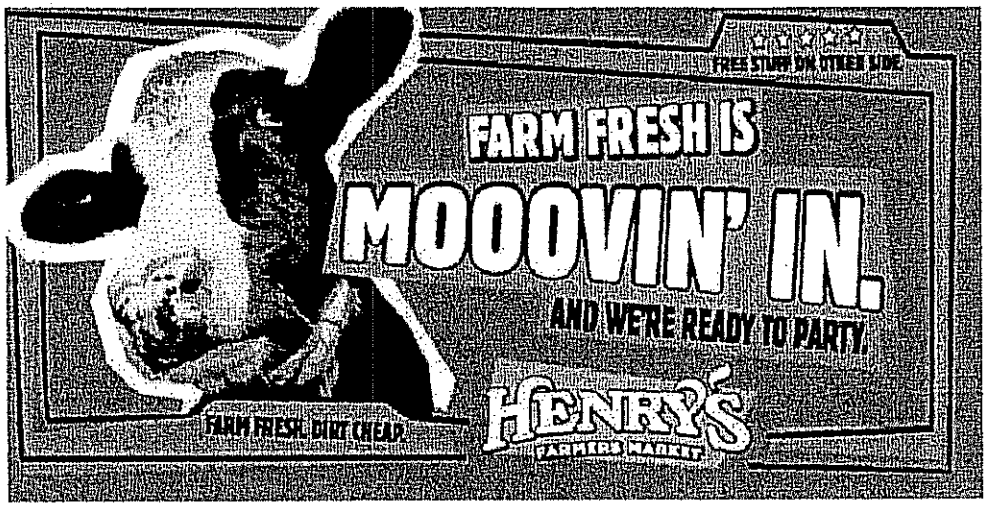
HIGHLY CONFIDENTIAL

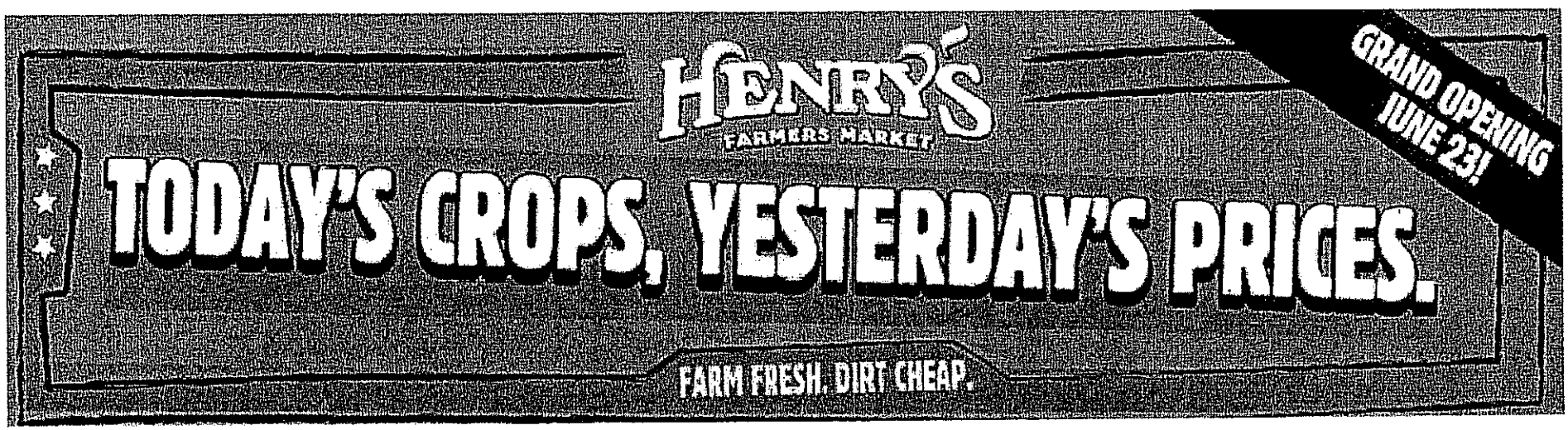
Henry's Flyer

WO-VS-9-000182

PX01332-088

Henry's Direct Mail & Outdoor





HIGHLY CONFIDENTIAL
WO-VS-9-000183
PX01332-089

HIGHLY CONFIDENTIAL

CAPERS

COMMUNITY MARKET

The leading organic & all-natural grocery retailer in Vancouver B.C. focused on:

Natural, organic and local

The joy of food

Lifestyle

Service

WO-VS-9-000184

PX01332-090

HIGHLY CONFIDENTIAL

2005 Operations Focus

- Customer service
- Increase store level execution
  - –Program and initiative execution
  - –Day to day operations
  - –Consistently meet operating standards
- Remodels and resets
- Technical skills training

WO-VS-9-000185

PX01332-091

HIGHLY CONFIDENTIAL

New Ventures

WO-VS-9-000186

PX01332-092

HIGHLY CONFIDENTIAL

Business Model

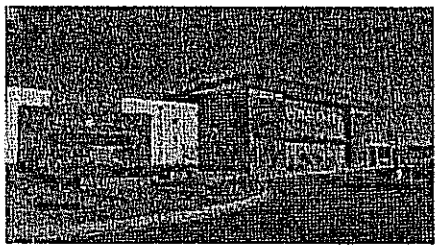
[redacted]

WO-VS-9-000187

PX01332-093

HIGHLY CONFIDENTIAL

Wild Oats Markets: Growth Strategy

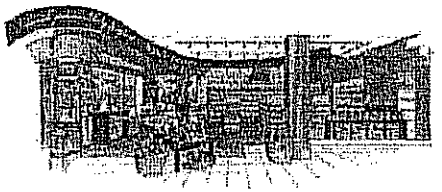


Company-operated Stores

Build larger format stores in higher traffic retail locations

Increase average unit volumes by targeting high N&O [redacted] markets

Improve operating margin by increasing [redacted]



Licensed Stores

Expand Wild Oats customer base and develop new markets

Leverage the Wild Oats brand [redacted]

[redacted]

CPG/Food Service

[redacted]

Redacted

WO-VS-9-000188

PX01332-094