

Exhibit 71 to Plaintiff's  
Memorandum of Points and Authorities  
in Support of Its Motion for Temporary  
Restraining Order and Preliminary Injunction  
(PX01337)

**From:** Will Paradise (RM HSO)

**Sent:** 02/05/2007

**To:** John Pittman (RM PRL); Tim Gates (RM HSO); Thomas Rich (RM PRL)

**Cc:**

**Bcc:**

**Subject:** RE: The grapevine at Pearl

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JP,

Thanks for the feedback- we greatly appreciate it. I think you understand what we were trying to say; I guess we could have said the same thing differently. I understand tms might think that war doesn't fit our core values very well but it is a term we have used for the sixteen plus years I have been w/ the company. I really am open to a better metaphor and will try to think of one. I can't think of a sports analogy that fits this situation – maybe talk about the Red Sox/ Yankees rivalry? That might be it to me but I am not sure how many tms would grasp that one.

We are trying to address the points you mention and did aye several times that this comes down to service. We will work on our message and get something sent to the store and will cover it at the next store meeting.

Thanks,

WP

PS- Congrats on the all- star award.

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From: John Pittman (RM PRL)

Sent: Monday, February 05, 2007 11:04 AM

To: Will Paradise (RM HSO); Tim Gates (RM HSO); Thomas Rich (RM PRL)

Subject: The grapevine at Pearl

Howdy,

I don't know if this feedback has moved backwards up the grapevine to you or not. Anyway I don't think the war metaphor for competition with Wild Oats went over very well here. A lot of people are talking about it and are unimpressed (a few are downright disgusted). They feel war doesn't really match what Whole Foods is all about—war doesn't fit our core values very well. Part of this may be due to sensitivity to the very real war being played out in Iraq and that many people here certainly have pacifist sensibilities.

I think perhaps another competition metaphor might play out better like sports (I personally think sports metaphor's are cliché, but it does seem to work with many people) or playing a game.

We are fairly intelligent folks here, so I'm not even sure a metaphor is needed. I think competition is something to be celebrated. Without competition we potentially become slow and lazy. Our prices go up and our customer service goes down. This is exactly the culture that existed at Wild Oats when we came to town back in 1998 and allowed us to take much of their business. We have many great team members here and provide excellent customer service, but the opening of Wild Oats makes us take things to the next level. We can't afford to let Wild Oats actually provide the same level of customer service as us....we need to go above and beyond what we are presently doing. We need to be impressing our customers now before Wild Oats opens so that when they go and check it out (which much of Boulder will do) they'll say to themselves and their friends, "well that new store really wasn't all that, let's continue to shop at Whole Foods."

I felt you should know what the "word on the street" was here at the Pearl store. I also took this opportunity to put my two cents in.

I would like to thank you very much for the culture here at Whole Foods that allows me to feel free to send an e-mail like this up to the regional level.

John P

Cashier Supervisor/Back-up ISSC

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