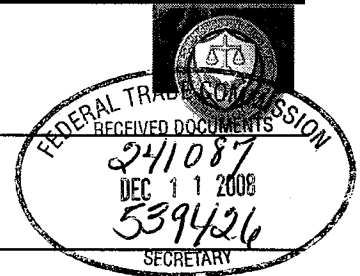


FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

NOTICE OF APPEARANCE



CASE NAME In Re: Whole Foods Market, Inc.	FILE/DOCKET NUMBER Docket No. 9324
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► Pursuant to Section 4.1 of the Commission's Rule of Practice, enter in the above proceeding the appearance of

counsel or representative for the respondent (Complete items 1, 2, 4, and 5 below)

counsel supporting the complaint (Complete items 1, 3, 4, and 5 below)

1. COUNSEL OR REPRESENTATIVE	2. RESPONDENTS
<p>Include name, address and telephone of each</p> <p>Thomas H. Brock FTC, 600 Pennsylvania Ave., NW Washington, DC 20580 (202) 326-2813</p> <p>Sean G. Dillon FTC, 600 Pennsylvania Ave., NW Washington, DC 20580 (202) 326-3575</p> <p>Jill M. Frumin FTC, 600 Pennsylvania Ave., NW Washington, DC 20580 (202) 326-2758</p> <p>Kevin K. Hahm FTC, 600 Pennsylvania Ave., NW Washington, DC 20580 (202) 326-3680</p> <p>Albert Y. Kim FTC, 600 Pennsylvania Ave., NW Washington, DC 20580 (202) 326-2952</p> <p>Mazor Matzkevich FTC, One Bowling Green, Suite 318 New York, NY 10027 (212) 607-2821</p> <p>Jeffrey H. Perry FTC, 600 Pennsylvania Ave., NW Washington, DC 20580 (202) 326-2331</p> <p>Jonathan W. Platt FTC, One Bowling Green, Suite 318 New York, NY 10027 (212) 607-2819</p> <p>CONTINUED ON NEXT PAGE</p>	<p>Include address and telephone numbers of all persons, partnerships, corporations, or associations</p>

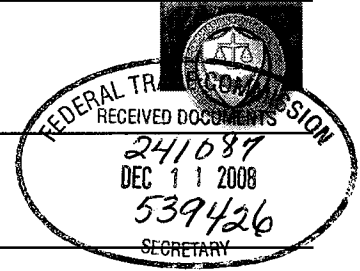
3. ASSOCIATE/ASSISTANT DIRECTOR
Matthew Reilly

4. SIGNATURE OF SENIOR COUNSEL <i>[Signature]</i>	5. DATE SIGNED 12/11/2008
--	------------------------------

Return this form to: H-135
Federal Trade Commission
600 Pennsylvania Ave. NW
Washington, D.C. 20580

FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

NOTICE OF APPEARANCE



CASE NAME In Re: Whole Foods Market, Inc.	FILE/DOCKET NUMBER Docket No. 9324
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► Pursuant to Section 4.1 of the Commission's Rule of Practice, enter in the above proceeding the appearance of

- counsel or representative for the respondent (Complete items 1, 2, 4, and 5 below)
- counsel supporting the complaint (Complete items 1, 3, 4, and 5 below)

1. COUNSEL OR REPRESENTATIVE	2. RESPONDENTS
-------------------------------------	-----------------------

<p>Include name, address and telephone of each</p> <p>Andrea E. Ryan FTC, 600 Pennsylvania Ave., NW Washington, DC 20580 (202) 326-2184</p> <p>Jennifer K. Schwab FTC, 600 Pennsylvania Ave., NW Washington, DC 20580 (202) 326-2335</p> <p>Jennifer L. Stiefvater FTC, 600 Pennsylvania Ave., NW Washington, DC 20580 (202) 326-3339</p> <p>Nicholas A. Widnell FTC, 600 Pennsylvania Ave., NW Washington, DC 20580 (202) 326-2138</p> <p>Michelle Yost FTC, 600 Pennsylvania Ave., NW Washington, DC 20580 (202) 326-2518</p>	<p>Include address and telephone numbers of all persons, partnerships, corporations, or associations</p>
---	--

3. ASSOCIATE/ASSISTANT DIRECTOR
Matthew Reilly

4. SIGNATURE OF SENIOR COUNSEL 	5. DATE SIGNED 12/11/2008
------------------------------------	------------------------------

Return this form to: H-135
Federal Trade Commission
600 Pennsylvania Ave. NW
Washington, D.C. 20580

CERTIFICATE OF SERVICE

I hereby certify that on December 11, 2008, I filed via hand and electronic mail delivery an original and two copies of the foregoing Notices of Appearance with:

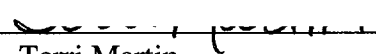
Donald S. Clark, Secretary
Office of the Secretary
Federal Trade Commission
600 Pennsylvania Avenue, N.W., Rm. H-159
Washington, D.C. 20580

I also certify that on December 11, 2008, I delivered via hand delivery two copies of the foregoing Notices of Appearance to:

The Honorable D. Michael Chappell
Office of the Administrative Law Judge
Federal Trade Commission
600 Pennsylvania Avenue, N.W., Rm. H-113
Washington, D.C. 20580

I also certify that on December 11, 2008, I delivered via electronic mail one copy of the foregoing Notices of Appearance to:

Paul Denis, Esq.
Paul Friedman, Esq.
James Fishkin, Esq.
Dechert LLP
1775 I Street, N.W.
Washington, D.C. 20006
paul.denis@dechert.com
paul.friedman@dechert.com
james.fishkin@dechert.com

By: 
Terri Martin
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580
Telephone: (202) 326-3488
tmartin@ftc.gov

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

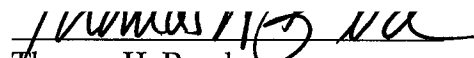
In the Matter of)	
WHOLE FOODS MARKET, INC.,)	Docket No. 9324
a corporation.)	PUBLIC
)	

NOTICE OF APPEARANCE

Please note my appearance as complaint counsel for the Federal Trade Commission in the above referenced matter. In accordance with Rule 4.1(d) of the Federal Trade Commission's Rules of Practice, I certify that I am a member of the bar of the District of Columbia (Bar No. 939207), and am in good standing within the legal profession.

Dated: December 11, 2008

Respectfully submitted,


Thomas H. Brock
Bureau of Competition
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580
(202) 326-2813
Tbrock@ftc.gov

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**


In the Matter of)	
WHOLE FOODS MARKET, INC.,)	Docket No. 9324
a corporation.)	PUBLIC
)	

NOTICE OF APPEARANCE

Please note my appearance as complaint counsel for the Federal Trade Commission in the above referenced matter. In accordance with Rule 4.1(d) of the Federal Trade Commission's Rules of Practice, I certify that I am a member of the bar of the state of Maryland (no assigned Bar No.), and am in good standing within the legal profession.

Dated: December 11, 2008

Respectfully submitted,



Sean G. Dillon
Bureau of Competition
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580
(202) 326-3575
Sdillon@ftc.gov

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

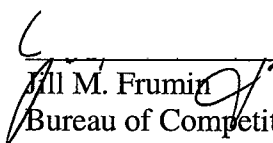
In the Matter of)	
WHOLE FOODS MARKET, INC.,)	Docket No. 9324
a corporation.)	PUBLIC
)	

NOTICE OF APPEARANCE

Please note my appearance as complaint counsel for the Federal Trade Commission in the above referenced matter. In accordance with Rule 4.1(d) of the Federal Trade Commission's Rules of Practice, I certify that I am a member of the bar of the District of Columbia (Bar No. 270462), and am in good standing within the legal profession.

Dated: December 11, 2008

Respectfully submitted,



Jill M. Frumin
Bureau of Competition
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580
(202) 326-2758
Jfrumin@ftc.gov

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

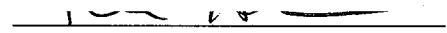
In the Matter of)	
WHOLE FOODS MARKET, INC.,)	Docket No. 9324
a corporation.)	PUBLIC
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NOTICE OF APPEARANCE

Please note my appearance as complaint counsel for the Federal Trade Commission in the above referenced matter. In accordance with Rule 4.1(d) of the Federal Trade Commission's Rules of Practice, I certify that I am a member of the bar of the District of Columbia (Bar No. 463397), and am in good standing within the legal profession.

Dated: December 11, 2008

Respectfully submitted,



Kevin K. Hahm
Bureau of Competition
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580
(202) 326-3680
Khahm@ftc.gov

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

In the Matter of)	
)	
WHOLE FOODS MARKET, INC.,)	Docket No. 9324
 a corporation.)	PUBLIC
)	

NOTICE OF APPEARANCE

Please note my appearance as complaint counsel for the Federal Trade Commission in the above referenced matter. In accordance with Rule 4.1(d) of the Federal Trade Commission's Rules of Practice, I certify that I am a member of the bar of the District of Columbia (Bar No. 466327), and am in good standing within the legal profession.

Dated: December 11, 2008

Respectfully submitted,

Albert Y. Kim
Bureau of Competition
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580
(202) 326-2952
akim@ftc.gov

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

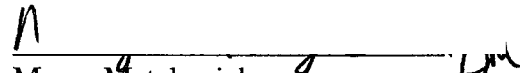
In the Matter of)	
WHOLE FOODS MARKET, INC.,)	Docket No. 9324
 a corporation.)	PUBLIC
)	

NOTICE OF APPEARANCE

Please note my appearance as complaint counsel for the Federal Trade Commission in the above referenced matter. In accordance with Rule 4.1(d) of the Federal Trade Commission's Rules of Practice, I certify that I am a member of the bar of the state of New York (no assigned Bar No.), and am in good standing within the legal profession.

Dated: December 11, 2008

Respectfully submitted,



Mazor Matzkevich
Federal Trade Commission
Northeast Region
One Bowling Green, Suite 318
New York, NY 10027
(212) 607-2821
mmatzkevich@ftc.gov

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

In the Matter of)	
WHOLE FOODS MARKET, INC.,)	Docket No. 9324
a corporation.)	PUBLIC
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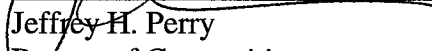
NOTICE OF APPEARANCE

Please note my appearance as complaint counsel for the Federal Trade Commission in the above referenced matter. In accordance with Rule 4.1(d) of the Federal Trade Commission's Rules of Practice, I certify that I am a member of the bar of the District of Columbia (Bar No. 465991), and am in good standing within the legal profession.

Dated: December 11, 2008

Respectfully submitted,

➤


Jeffrey H. Perry
Bureau of Competition
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580
(202) 326-2331
Jperry@ftc.gov

UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

_____)	
In the Matter of)	
)	Docket No. 9324
WHOLE FOODS MARKET, INC.,)	
a corporation.)	PUBLIC
_____)	

NOTICE OF APPEARANCE

Please note my appearance as complaint counsel for the Federal Trade Commission in the above referenced matter. In accordance with Rule 4.1(d) of the Federal Trade Commission's Rules of Practice, I certify that I am a member of the bar of the state of New York (no assigned Bar No.), and am in good standing within the legal profession.

Dated: December 11, 2008

Respectfully submitted,

Jonathan W. Platt
Federal Trade Commission
Northeast Region
One Bowling Green, Suite 318
New York, NY 10027
(212) 607-2819
jplatt@ftc.gov

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

In the Matter of)	
WHOLE FOODS MARKET, INC.,)	Docket No. 9324
 a corporation.)	PUBLIC
)	

NOTICE OF APPEARANCE

Please note my appearance as complaint counsel for the Federal Trade Commission in the above referenced matter. In accordance with Rule 4.1(d) of the Federal Trade Commission's Rules of Practice, I certify that I am a member of the bar of the District of Columbia (Bar No. 474166), and am in good standing within the legal profession.

Dated: December 11, 2008

Respectfully submitted,

Andrea E. Ryan
Bureau of Competition
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580
(202) 326-2184
Aryan@ftc.gov

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

In the Matter of)	
WHOLE FOODS MARKET, INC.,)	Docket No. 9324
a corporation.)	PUBLIC
)	

NOTICE OF APPEARANCE

Please note my appearance as complaint counsel for the Federal Trade Commission in the above referenced matter. In accordance with Rule 4.1(d) of the Federal Trade Commission's Rules of Practice, I certify that I am a member of the bar of the state of Georgia (Bar No. 630660), and am in good standing within the legal profession.

Dated: December 11, 2008

Respectfully submitted,

⋄

Jennifer K. Schwab
Bureau of Competition
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580
(202) 326-2335
Jschwab@ftc.gov

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

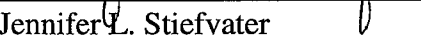
In the Matter of)	
WHOLE FOODS MARKET, INC.,)	Docket No. 9324
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NOTICE OF APPEARANCE

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Dated: December 11, 2008

Respectfully submitted,



Jennifer L. Stiefvater
Bureau of Competition
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580
(202) 326-3339
Jstiefvater@ftc.gov

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

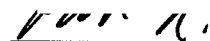
In the Matter of)	
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a corporation.)	
)	PUBLIC
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NOTICE OF APPEARANCE

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Dated: December 11, 2008

Respectfully submitted,



Nicholas A. Widnell
Bureau of Competition
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580
(202) 326-2138
Nwidnell@ftc.gov

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

In the Matter of

**WHOLE FOODS MARKET, INC.,
a corporation.**

Docket No. 9324

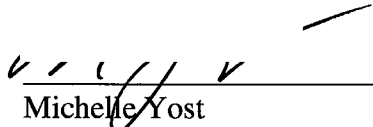
PUBLIC

NOTICE OF APPEARANCE

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Dated: December 11, 2008

Respectfully submitted,



Michelle Yost
Bureau of Competition
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580
(202) 326-2518
Myost@ftc.gov