



press release

FOR IMMEDIATE RELEASE.

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Whole Foods Market® Launches “The Whole Deal™” Program With Budget Recipes, Sure Steals and Smart Shopping Advice

Customers Post Ideas Online about “How to Get More for Less”

AUSTIN, TX (July 10, 2008)—Whole Foods Market (NASDAQ: WFMI), the leading natural and organic foods supermarket, announced today the launch of a new, national program to highlight great product steals, money-saving coupons and tips, and budget recipes to help shoppers continue to enjoy quality organic and natural foods while stretching their food dollar. The Company also has created a space on its website for customers to upload their own tips on how to enjoy a healthy Whole Foods Market lifestyle while sticking to a budget.

During this time of record-high worldwide food inflation, Whole Foods Market introduces “The Whole Deal” program to help shoppers find high-quality, natural and organic ingredients that also are pocketbook-friendly. Getting more value for less and finding deals throughout the stores is the centerpiece of a new Whole Foods Market quarterly value guide available in stores beginning July 17. The 24-page value guide features meal plans and recipes on a budget, department-specific tips and savings, 365 Everyday Value™ product deals, and information about Whole Foods Market’s commitment to Quality Standards.

Whole Foods Market also has partnered with Mambo Sprouts (www.mambosprouts.com), the leading coupon company for the natural products industry, to deliver Whole Foods Market customers a host of money-saving coupons, which will be included in the new value guide.

As part of “The Whole Deal,” customers will find value priced “Sure Steal” items in featured departments, which can be found in all Whole Foods Market stores. Shoppers can look for the “Sure Steal” signs to find these discounted items, such as whole golden pineapples for \$2.99, frozen, sweet and wild Whole Catch™ Patagonian Scallops for \$6.99, and Whole Ranch™ Sausages for \$4.99.

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Whole Foods Market® Launches “The Whole Deal™” Program With Budget Recipes, Sure Steals and Smart Shopping Advice (continued)

“Each quarterly issue of *The Whole Deal* value guide includes money-saving tips, budget recipes—each with a cost per serving—and a variety of menu plans for the week,” says Mara Fleishman, Whole Foods Market special projects coordinator for national marketing. “This inaugural issue also includes timely information on how to milk your back-to-school dollar for all it’s worth and meat-buying tips to help shoppers grill out without getting burned.”

Whole Foods Market Shoppers Provide Their “Sure Deal” Tips

Recognizing that many customers also have their own meal planning, smart shopping and cooking tricks to stretch their food budgets while enjoying a healthy Whole Foods Market lifestyle, the Company has introduced “The Whole Deal” customer tips page on its website. Shoppers from all over are sharing their tips at: <http://wholefoodsmarket.com/socialmedia/wholedeal>.

Many shoppers are not willing to sacrifice quality during this bump in the economy, so they have come up with ways to save while continuing to enjoy organic and natural foods. For example, one shopper on the forum is married to a full-time student and has three children. She offers these tips on “*The Whole Deal*” customer page:

1. Shop the ads.
2. Clip coupons and organize them in an envelope with your grocery list.
3. Buy Whole Foods Market meat and fish when on sale and freeze in 1-pound portions.
4. Use “going green” bags—Whole Foods Market gives you at least 5 cents off per bag.
5. Try going vegetarian!
6. Stock up! Buy in bulk and freeze.
7. Change your cleaning products—I use vinegar in my rinse cycle instead of dryer sheets, I make my own dishwashing soap, and I use natural cleansers and reusable cleaners.

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Whole Foods Market® Launches “The Real Deal” Program With Budget Recipes, Real Steals and Smart Shopping Advice (continued)

Customers are also invited to submit their frugal foodie videos on the Whole Foods Market YouTube page found at: www.youtube.com/wholefoodsmarket.

ABOUT WHOLE FOODS MARKET®: Founded in 1980 in Austin, Texas, Whole Foods Market (www.wholefoodsmarket.com) is the world’s leading natural and organic foods supermarket and America’s first national certified organic grocer. In fiscal year 2007, the company had sales of \$6.6 billion and currently has more than 270 stores in the United States, Canada, and the United Kingdom. The Whole Foods Market motto, “Whole Foods, Whole People, Whole Planet”™ captures the company’s mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support and environmental improvement. Whole Foods Market, Fresh & Wild™, and Harry’s Farmers Market® are trademarks owned by Whole Foods Market IP, LP. Wild Oats® and Capers Community Market™ are trademarks owned by Wild Marks, Inc. Whole Foods Market employs more than 53,000 Team Members and has been ranked for 11 consecutive years as one of the “100 Best Companies to Work For” in America by FORTUNE magazine.