

Mr. Kenneth Libby
Bureau of Competition
FTC Office of the Secretary
600 Pennsylvania Avenue N.W.
Washington, D.C. 20580

Re: Docket Number 9324

Dear Mr. Libby,

I am writing to request your support of A-M Holdings, llc in their purchase of both the Whole Foods Market store located at 1651 Broadway in Boulder, CO. and the intellectual property related to Alfalfa's Market.

I represent a group of pioneers in the natural food industry. My current business is an example of the tour de force that developed within the Alfalfa's Market community. Our collective group of creative individuals under the direction of the owners of Alfalfa's Market invented a unique shopping experience that set the standard for our industry. This store alone spawned many entrepreneurial businesses and products.

As an original member of the Alfalfa's Market staff, I am confident that the leaders of A-M Holdings will create a competitive, uniquely nostalgic and world class, historical, venue in this special location,.

Thank you for your efforts to support this purchase.

Joanne Saltzman, president

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