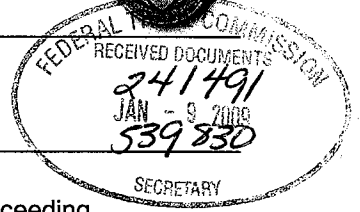


ORIGINAL

FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

NOTICE OF APPEARANCE



CASE NAME In the Matter of Whole Foods Market	FILE/DOCKET NUMBER Docket No. 9324
--	---------------------------------------

► 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>Malcolm L. Catt FTC, 600 Pennsylvania Avenue, NW Washington, DC 20580 (202) 326-2911</p>	<p>Include address and telephone numbers of all persons, partnerships, corporations, or associations</p>

3. ASSOCIATE/ASSISTANT DIRECTOR
Catharine Moscatelli

4. SIGNATURE OF SENIOR COUNSEL <i>J. Robert Robertson/jm</i>	5. DATE SIGNED 1/9/2009
---	----------------------------

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

UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

In the Matter of

WHOLE FOODS MARKET, INC.,
a corporation.

)
)
) Docket No. 9324
)
)

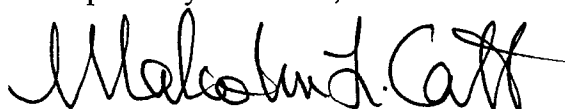
) PUBLIC
)

NOTICE OF APPEARANCE

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. 457119), and am in good standing within the legal profession.

Dated: January 9, 2009

Respectfully submitted,



Malcolm L. Catt
Attorney
Bureau of Competition
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
Telephone: (202) 326-2911

CERTIFICATE OF SERVICE

I hereby certify that on January 9, 2009, I filed via hand and electronic mail delivery an original and two copies of the foregoing Notice 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 January 9, 2009, I delivered via hand delivery two copies of the foregoing Notice 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 January 9, 2009, I delivered via electronic mail one copy of the foregoing Notice of Appearance to:

Paul Denis, Esq.
Paul Friedman, Esq.
James Fishkin, Esq.
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By: 
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