

Cindy and Michael O'Keeffe

March 22, 2010

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

Dear Mr. Libby,

My wife and I are writing in support of the efforts by A-M Holding, LLC to revive the original "Alfalfa's Market" here in Boulder, Colorado. We find it surprising that the name and intellectual property are not part of an integrated package that includes the original store site. The idea that a name synonymous with Boulder, in words, deeds and song, could end up in the hands of an entity that has absolutely nothing to do with the grocery store or city, let alone the state or region, is disappointing.

When Wild Oats was acquired by Whole Foods our choices in natural and organic stores were reduced in Boulder. Resurrecting Alfalfa's Market at the original location, led by principals who know first hand what it means to compete against Whole Foods, would bring back much needed diversity and a lost vibrancy.

It is only right that this pioneer, in an industry for which Boulder has become the epicenter, be restored to its original location with its original name. Anything else would seem - well, unnatural.

Thank you for your consideration.

Best regards,

Cindy and Michael O'Keeffe