

*David Brewster*

AND ASSOCIATES, INC.

Accounting and Tax Professionals

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

March 24, 2010

Dear Mr. Libby,

As resident of Boulder Colorado since 1979, I would like to voice my opinion in favor of A-M Holdings purchasing the Alfalfa's Market name. Alfalfa's Market holds a special place in the hearts and memories of Boulder residents.

The market was the first large-scale natural and organic food store in Boulder (as well as one of the first in the nation). It is only fitting that it returns to our city that is considered one of the leading centers for this industry. Having Alfalfa's back in the area would provide the locals with a familiar and appealing choice. Whole Foods already has three stores in Boulder; Alfalfas will provide much-needed, healthy competition.

The Alfalfa's name is recognizable and trusted by area residents and having it owned by a local company, as opposed to an out of state company with no history in Boulder, will help in the success of the market.

For these reasons, I hope that you will decide in the favor of A-M Holdings, LLC and allow them to be the sole purchaser of the Alfalfa's Market name.

Thank you for your time.

Sincerely,

David Brewster

Cc: Mark Retzloff