

3/25/10

Mr. Kenneth Libby
Bureau of Competition
FTC Office of the Secretary

Dear Mr. Libby,

This letter is regarding A-M Holdings entering into an agreement with Whole Foods Markets, Inc. (WFMI) to purchase the WFMI store located at 1651 Broadway in Boulder, CO. I fully support their efforts to reopen and operate the store under the Alfalfa's Market name. Whole foods has a virtual monopoly in the natural foods category and Alfalfa's will compete head-on with WFMI in a town that genuinely needs more competition in the natural and organic arena.

Alfalfa's Market opened its flagship store in the very location in question, and it was near and dear to many in the community. Alfalfa's played an integral role in the early establishment of Boulder's food industry.

I wholeheartedly support the opening of Alfalfa's Markets and request that you approve A-M Holdings moving forward with it. Thank you.

Sincerely,

W.D. Boykin
President

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