

**UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF COLUMBIA**

FEDERAL TRADE COMMISSION,)
600 Pennsylvania Avenue, N.W.)
Washington, DC 20580)

Plaintiff,)

v.)

Civ. No.)

WHOLE FOODS MARKET, INC.,)
550 Bowie Street)
Austin, Texas 78703)

- and -)

WILD OATS MARKETS, INC.,)
1821 30th Street)
Boulder, Colorado 80301)

Defendants.)

**PLAINTIFF'S CERTIFICATION OF EFFORTS GIVEN
TO CONTACT DEFENDANTS REGARDING FILING OF
MOTION FOR TEMPORARY RESTRAINING ORDER**

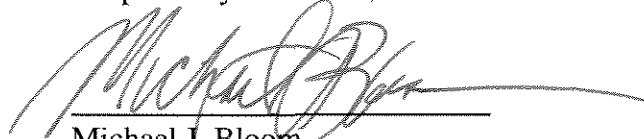
Plaintiff, the Federal Trade Commission (the "Commission"), by its designated attorneys and pursuant to 15 U.S.C. § 53(b), files this certification of efforts given to contact defendants regarding the Commission's filing of its motion for temporary restraining order. Specifically, the Commission made the following efforts to give notice to defendants in this action:

1. The Commission gave notice to Alden L. Atkins, Esq., Vinson & Elkins LLP, The Willard Office Building, 1455 Pennsylvania Ave., N.W., Suite 600, Washington, D.C. 20004-1008, counsel for defendant Whole Foods Market, Inc. ("Whole Foods"), of the Commission's intent to file its motion for temporary restraining order by calling his offices and by delivering a copy of all pleadings and papers

filed in this action to date to the foregoing address.

2. The Commission gave notice to Clifford H. Aronson, Esq., Skadden, Arps, Slate, Meagher & Flom LLP, 1440 New York Avenue, N.W., Washington, D.C. 20005, counsel for defendant Wild Oats Markets, Inc. ("Wild Oats") of the Commission's intent to file its motion for temporary restraining order by calling his offices and by delivering a copy of all pleadings and papers filed in this action to date to the foregoing address.

Respectfully submitted,



Michael J. Bloom
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Bureau of Competition
Federal Trade Commission
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Dated: June 6, 2007