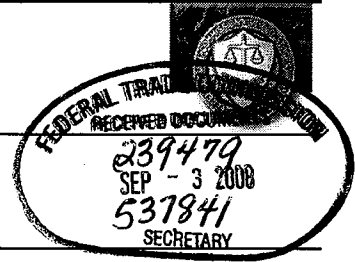


FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

NOTICE OF APPEARANCE



CASE NAME

In re Whole Foods Market, Inc.

FILE/DOCKET NUMBER

D09324 PUBLIC

► 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

Include name, address and telephone of each

Michael D. Farber  
Dechert LLP  
1775 I Street, NW  
Washington, DC 20006  
(202) 261-3438

2. RESPONDENTS

Include address and telephone numbers of all persons, partnerships, corporations, or associations

Whole Foods Market, Inc.  
550 Bowie Street  
Austin, TX 78703  
(512) 477-4455

3. ASSOCIATE/ASSISTANT DIRECTOR

4. SIGNATURE OF SENIOR COUNSEL

5. DATE SIGNED

9/3/08

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