



FOR IMMEDIATE RELEASE

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Alfalfa's is Back!

Locally owned and operated Boulder-based natural foods and community market will re-open in its original Boulder location.

BOULDER, Colo. (June 21, 2010) – A-M Holdings, LLC, the holding company for Alfalfa's Market, announced today it received approval from the Federal Trade Commission (FTC) to acquire the Whole Foods Market store at 1651 Broadway in Boulder, as well as the Alfalfa's Market name and intellectual property. This transaction is the culmination of a several-year negotiation between Whole Foods Market and the FTC that required Whole Foods Market to divest certain stores and other assets obtained in the 2007 merger with Wild Oats Markets. The purchase price and other details relating to this transaction are not being disclosed.

“We are thrilled to bring Alfalfa's back to our hometown of Boulder in the exact location where it all started,” said Mark Retzloff, co-founder of Alfalfa's Market. “As Boulderites ourselves, we will be able to directly address the needs of this community with our passion for natural and organic food, and healthcare products. We are working with a team of seasoned foodies, retail and organic industry pros to develop a new, state-of-the-art retail experience while maintaining the local, all-natural and community market feel Alfalfa's was always known for.”

At the end of July 2010, Alfalfa's Market will obtain ownership of the Broadway and Arapahoe store, which will close for an extensive remodel. The store is expected to re-open as Alfalfa's Market by the end of 2010.

About Alfalfa's Market

Founded in Boulder, Colorado in 1983, Alfalfa's Market grew to be one of the nation's leading-edge natural products retailers throughout the 1980s and 1990s. With 11 stores and an iconic reputation for being a community gathering place filled with an infectious passion for natural and organic foods, Alfalfa's Market was acquired by Wild Oats Markets in 1996. Now, 14 years later, Mark Retzloff, an original Alfalfa's founder, Barney Feinblum and Hugo van Seenus have resurrected the Alfalfa's name. The new store will be true to its roots as a Boulder-owned and operated natural foods market. While the store will be modernized, it will retain the same passion, adherence to strict product standards and true community market experience that Alfalfa's was known for.