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WHOLE FOODS MARKET SIGNS ON AS BOULDER INNOVATION CENTER ENTREPRENEURIAL SPONSOR

BOULDER, Colo. (Feb. 3, 2010) – The Boulder Innovation Center (BIC), one of America’s premier entrepreneurial support organizations, announced today that Whole Foods Market has become an Entrepreneurial Sponsor of its Natural and Organic Program.

Their sponsorship will enable local new and early stage companies to receive customized assistance designed to help them overcome the roadblocks and obstacles encountered while growing a business. As the industry leader in natural and organic foods as well as having a mission to support local businesses and organizations, Whole Foods Market will work closely with BIC to support Boulder’s natural product growth and development.

“Boulder has always been at the epicenter of the natural and organic industry,” said BIC executive director Tim Bour. “Numerous companies and products have gotten their start in Boulder for one simple reason: we are a community that encourages and supports innovation and creativity. Despite the economic downturn, the organic and natural sector continues to thrive. Having Whole Foods, arguably the world’s most successful retailer in this space, come on board and partner with the BIC network and resources will go a long way to support Boulder’s vital entrepreneurial community.”

About the Boulder Innovation Center

The Boulder Innovation Center is one of America’s premier entrepreneurial support organizations. With its hand-selected team of mentors and advisors, the BIC defines a new model for cost-effective business incubation across key industry sectors holding the most promise for the community, global economies and the environment. Located in one of the most dynamic entrepreneurial ecosystems for

early-stage companies – Boulder and the University of Colorado – the BIC blends the resources of business and academia to optimize opportunities for the technologies and companies of the future. For more information, please visit: www.boulderinnovationcenter.com.

About Whole Foods Market®

Founded in 1980 in Austin, Texas, Whole Foods Market (www.wholefoodsmarket.com), a leader in the natural and organic foods industry and America's first national certified organic grocer, was named "America's Healthiest Grocery Store" in 2008 by *Health* magazine. The Whole Foods Market motto, "Whole Foods, Whole People, Whole Planet"™ captures the company's mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to its 53,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by FORTUNE magazine for 12 consecutive years. In fiscal year 2008, the company had sales of \$8 billion and currently has more than 275 stores in the United States, Canada, and the United Kingdom. Whole Foods Market, Fresh & Wild™, and Harry's Farmers Market® are trademarks owned by Whole Foods Market IP, LP. Wild Oats® and Capers Community Market™ are trademarks owned by Wild Marks, Inc.

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