

**WHOLE FOODS MARKET, INC.**

Unaudited Five-Year Historical Data

|                      | Avg        |               | YOY    | Comparable         | Identical                 |                    | YOY                        | YOY         | # of            |                                | Relocated/ | Ending          | Gross                  | Store       |        |                                 |
|----------------------|------------|---------------|--------|--------------------|---------------------------|--------------------|----------------------------|-------------|-----------------|--------------------------------|------------|-----------------|------------------------|-------------|--------|---------------------------------|
|                      | Wkly Sales | Sales (000)   | Change | Store Sales Growth | 2-Year Comps <sup>2</sup> | Store Sales Growth | 2-Year Idents <sup>2</sup> | Ending S.F. | Ending Increase | Wtd. Avg Increase <sup>3</sup> | New Stores | Acquired Stores | Closed/Divested Stores | Store Count | Margin | Store Contribution <sup>4</sup> |
| 1Q07                 | \$ 619,966 | \$ 1,870,731  | 12.2%  | 7.0%               | 20.0%                     | 6.2%               | 18.2%                      | 6,581,347   | 8.7%            | 8%                             | 4          | 0               | 1                      | 189         | 34.3%  | 8.4%                            |
| 2Q07                 | \$ 635,212 | \$ 1,463,209  | 11.6%  | 6.0%               | 18.0%                     | 5.1%               | 16.0%                      | 6,905,595   | 11.9%           | 11%                            | 6          | 0               | 1                      | 194         | 35.2%  | 9.2%                            |
| 3Q07                 | \$ 647,420 | \$ 1,514,420  | 13.2%  | 7.0%               | 16.9%                     | 5.8%               | 15.3%                      | 7,104,761   | 14.1%           | 12%                            | 3          | 0               | 1                      | 196         | 35.5%  | 9.5%                            |
| 4Q07 <sup>1</sup>    | \$ 574,779 | \$ 1,743,411  | 24.7%  | 8.2%               | 16.8%                     | 6.0%               | 14.4%                      | 9,312,107   | 46.0%           | 27%                            | 8          | 109             | 37                     | 276         | 34.6%  | 8.5%                            |
| FY07 <sup>1</sup>    | \$ 616,706 | \$ 6,591,773  | 15.3%  | 7.1%               | 18.1%                     | 5.8%               | 16.1%                      | 9,312,107   | 46.0%           | 15%                            | 21         | 109             | 40                     | 276         | 34.8%  | 8.9%                            |
| 1Q08                 | \$ 564,377 | \$ 2,457,258  | 31.4%  | 9.3%               | 16.3%                     | 7.1%               | 13.3%                      | 9,352,833   | 42.1%           | 43%                            | 6          | 0               | 12                     | 270         | 33.6%  | 7.4%                            |
| 2Q08                 | \$ 571,510 | \$ 1,866,493  | 27.6%  | 6.7%               | 12.7%                     | 5.1%               | 10.2%                      | 9,454,680   | 36.9%           | 39%                            | 2          | 0               | 0                      | 272         | 34.9%  | 8.3%                            |
| 3Q08                 | \$ 564,925 | \$ 1,841,242  | 21.6%  | 2.6%               | 9.6%                      | 1.9%               | 7.7%                       | 9,572,902   | 34.7%           | 35%                            | 4          | 1               | 6                      | 271         | 34.4%  | 7.7%                            |
| 4Q08 <sup>1</sup>    | \$ 541,681 | \$ 1,788,919  | 12.7%  | 0.4%               | 8.6%                      | -0.5%              | 5.6%                       | 9,894,675   | 6.3%            | 23%                            | 8          | 0               | 4                      | 275         | 33.3%  | 6.8%                            |
| FY08 <sup>1</sup>    | \$ 569,708 | \$ 7,953,911  | 23.6%  | 4.9%               | 12.0%                     | 3.6%               | 9.4%                       | 9,894,675   | 6.3%            | 35%                            | 20         | 1               | 22                     | 275         | 34.0%  | 7.5%                            |
| 1Q09                 | \$ 551,494 | \$ 2,466,503  | 1.0%   | -4.0%              | 5.3%                      | -4.9%              | 2.2%                       | 10,155,098  | 8.6%            | 8%                             | 5          | 0               | 1                      | 279         | 33.4%  | 6.9%                            |
| 2Q09                 | \$ 551,583 | \$ 1,857,549  | -0.5%  | -4.8%              | 1.9%                      | -5.8%              | -0.7%                      | 10,264,167  | 8.6%            | 8%                             | 3          | 0               | 2                      | 280         | 34.7%  | 8.5%                            |
| 3Q09                 | \$ 555,234 | \$ 1,878,339  | 2.0%   | -2.5%              | 0.1%                      | -3.8%              | -1.9%                      | 10,419,680  | 8.8%            | 10%                            | 4          | 0               | 3                      | 281         | 35.2%  | 8.5%                            |
| 4Q09                 | \$ 536,919 | \$ 1,829,228  | 2.3%   | -0.9%              | -0.6%                     | -2.3%              | -2.8%                      | 10,565,759  | 6.8%            | 8%                             | 3          | 0               | 0                      | 284         | 34.2%  | 7.3%                            |
| FY09                 | \$ 549,463 | \$ 8,031,620  | 1.0%   | -3.1%              | 1.8%                      | -4.3%              | -0.7%                      | 10,565,759  | 6.8%            | 8%                             | 15         | 0               | 6                      | 284         | 34.3%  | 7.8%                            |
| 1Q10                 | \$ 571,962 | \$ 2,639,158  | 7.0%   | 3.5%               | -0.5%                     | 2.5%               | -2.4%                      | 10,743,593  | 5.8%            | 6%                             | 6          | 0               | 1                      | 289         | 34.3%  | 7.7%                            |
| 2Q10                 | \$ 599,787 | \$ 2,106,061  | 13.4%  | 8.7%               | 3.9%                      | 7.7%               | 1.9%                       | 10,893,994  | 6.1%            | 6%                             | 3          | 0               | 0                      | 292         | 35.3%  | 9.1%                            |
| 3Q10                 | \$ 602,537 | \$ 2,163,181  | 15.2%  | 8.8%               | 6.3%                      | 8.4%               | 4.6%                       | 11,184,011  | 7.3%            | 7%                             | 6          | 2               | 2                      | 298         | 35.1%  | 8.9%                            |
| 4Q10                 | \$ 583,142 | \$ 2,097,394  | 14.7%  | 8.7%               | 7.7%                      | 8.7%               | 6.4%                       | 11,231,451  | 6.3%            | 7%                             | 1          | 0               | 0                      | 299         | 34.6%  | 8.2%                            |
| FY10                 | \$ 588,120 | \$ 9,005,794  | 12.1%  | 7.1%               | 4.0%                      | 6.5%               | 2.2%                       | 11,231,451  | 6.3%            | 6%                             | 16         | 2               | 3                      | 299         | 34.8%  | 8.4%                            |
| 1Q11                 | \$ 620,759 | \$ 3,003,655  | 13.8%  | 9.1%               | 12.6%                     | 9.1%               | 11.6%                      | 11,391,597  | 6.0%            | 6%                             | 3          | 0               | 0                      | 302         | 34.6%  | 8.3%                            |
| 2Q11                 | \$ 644,318 | \$ 2,350,517  | 11.6%  | 7.8%               | 16.5%                     | 7.8%               | 15.5%                      | 11,477,382  | 5.4%            | 6%                             | 3          | 0               | 1                      | 304         | 35.6%  | 9.7%                            |
| 3Q11                 | \$ 652,602 | \$ 2,399,781  | 10.9%  | 8.4%               | 17.1%                     | 8.1%               | 16.5%                      | 11,673,202  | 4.4%            | 4%                             | 7          | 0               | 3                      | 308         | 35.4%  | 9.5%                            |
| 4Q11                 | \$ 630,340 | \$ 2,353,833  | 12.2%  | 8.7%               | 17.4%                     | 8.4%               | 17.1%                      | 11,832,317  | 5.3%            | 5%                             | 5          | 0               | 2                      | 311         | 34.5%  | 8.7%                            |
| FY11                 | \$ 635,708 | \$ 10,107,787 | 12.2%  | 8.5%               | 15.7%                     | 8.4%               | 14.9%                      | 11,832,317  | 5.3%            | 5%                             | 18         | 0               | 6                      | 311         | 35.0%  | 9.0%                            |
| Excluding Wild Oats: |            |               |        |                    |                           |                    |                            |             |                 |                                |            |                 |                        |             |        |                                 |
| 4Q07 <sup>1</sup>    | \$ 628,114 | \$ 1,621,291  | 15.9%  | 8.2%               | 16.8%                     | 6.0%               | 14.4%                      | 7,508,378   | 17.7%           | 16%                            | 8          | 0               | 2                      | 202         | 34.9%  | 8.6%                            |
| FY07 <sup>1</sup>    | \$ 631,717 | \$ 6,469,653  | 13.2%  | 7.1%               | 18.1%                     | 5.8%               | 16.1%                      | 7,508,378   | 17.7%           | 12%                            | 21         | 0               | 5                      | 202         | 34.9%  | 8.9%                            |
| 1Q08                 | \$ 672,021 | \$ 2,218,500  | 18.6%  | 9.3%               | 16.3%                     | 7.1%               | 13.3%                      | 7,858,417   | 19.4%           | 19%                            | 6          | 0               | 0                      | 208         | 34.1%  | 8.0%                            |
| 2Q08                 | \$ 671,127 | \$ 1,691,068  | 11.7%  | 6.7%               | 12.7%                     | 5.1%               | 10.2%                      | 7,960,264   | 12.0%           | 17%                            | 2          | 0               | 0                      | 210         | 35.5%  | 9.1%                            |
| 3Q08                 | \$ 655,640 | \$ 1,672,929  | 10.5%  | 2.6%               | 9.6%                      | 1.9%               | 7.7%                       | 8,176,261   | 15.1%           | 15%                            | 4          | 0               | 0                      | 214         | 34.7%  | 8.4%                            |
| 4Q08 <sup>1</sup>    | \$ 620,503 | \$ 1,628,024  | 9.1%   | 0.2%               | 8.4%                      | -0.7%              | 5.3%                       | 8,552,952   | 13.9%           | 15%                            | 8          | 0               | 2                      | 220         | 33.5%  | 7.2%                            |
| FY08 <sup>1</sup>    | \$ 655,756 | \$ 7,210,521  | 13.7%  | 5.0%               | 12.1%                     | 3.6%               | 9.4%                       | 8,552,952   | 13.9%           | 17%                            | 20         | 0               | 2                      | 220         | 34.5%  | 8.2%                            |

<sup>1</sup> Sales growth, comps and idents exclude the extra week in FY07; sales growth in FY09 excludes sales in the prior year from 13 subsequently closed WO stores

<sup>2</sup> Defined as sum of two years of comparable and identical store sales increases

<sup>3</sup> Defined as increase in current year weighted average square footage over prior year weighted average square footage

<sup>4</sup> Defined as gross profit minus direct store expenses

Sales of a store are deemed to be "comparable" commencing in the fifty-third full week after the store was opened or acquired. Identical store sales exclude sales from remodels with expansions of square footage greater than 20% and relocations. Stores closed for seven or more days due to unusual events such as fires, snowstorms or hurricanes are excluded from the comparable and identical store base in the first fiscal week of closure until re-opened for a full fiscal week.