



Whole Foods and Allegro Coffee will market handmade banana fiber bags featuring a special new coffee

Bags made on campus at EARTH University, which is supported by Atlanta-based EARTH University Foundation

ATLANTA April 1, 2007 – Allegro Coffee, a subsidiary of Whole Foods Markets (NASDAQ: WFMI) will today begin featuring Organic El Salvador, Allegro’s first Rainforest Alliance Certified Coffee, in artisan bags made from banana fiber produced by EARTH University in Costa Rica.

The promotion highlights the multi-faceted partnership between Whole Foods Markets, the University and EARTH University Foundation in Atlanta.

The relationship includes the sale of EARTH products in Whole Foods Markets stores, collaboration on research and development in animal compassion and organic farming, support for new business opportunities at EARTH and the hosting of EARTH University interns.

The idea to market Allegro Coffee in banana fiber bags was conceived by two EARTH University students, José Quan of Guatemala and Jorge Quintanilla of Nicaragua, during their internship at Allegro Coffee last year. After receiving a positive response from the marketing team at Allegro Coffee, the students collaborated with EARTH University’s commercial enterprise and its community development program to develop the project. EARTH University supplied the banana paper used to make the bags.

The paper was created through EARTH’s innovative recycling program that converts discarded stalks from the Institution’s commercial banana operation into paper. A group of women business owners in a rural community near EARTH University then converted the banana paper into 7,000 one-of-a-kind, hand-assembled bags.

“Our company’s commitment to sustainable agriculture, coupled with EARTH University’s focus on sustainable agribusiness and entrepreneurial teaching, made this project exciting and rewarding for all parties involved,” said Allegro Coffee President, Jeff Teter, while visiting EARTH University’s campus last month.

As part of the special promotion, Allegro Coffee donated \$10,000 to the EARTH University scholarship program. The University provides full or partial scholarships to 80 percent of its students, empowering economically disadvantaged young men and women from Latin America by giving them a first-class education so they can return to their communities with the skills needed to implement change.

A major supporter of the University is Atlanta-based EUF, headed by Jane C. Black and directed by Gian Rossi-Espagnet. EARTH University President, José Zaglul said, “We are grateful to Allegro Coffee for its gift to the University, for supporting our banana fiber recycling program, for fostering our students’ entrepreneurial spirit and for creating this employment opportunity in the rural communities surrounding EARTH. This project serves as a model to our students of how business opportunities can be created by developing creative solutions to the environmental and economic challenges of the humid tropics.”

Organic El Salvador will be available in a limited quantity in Whole Foods Markets stores nationwide, starting April 1, 2007. Each bag will feature information about EARTH University and a short story about the women from the community of Las Mercedes in Costa Rica who crafted the bags.

About EARTH University

EARTH University (<http://www.earth.ac.cr/ing/index.php>) is a private, international, non-profit university located in Costa Rica, dedicated to education in the field of agricultural sciences and the rational use of natural resources, with the interest of contributing to the sustainable development of the humid tropics. Founded in 1990, EARTH University has approximately 400 students from 23 countries in Latin America, Asia and Africa. In keeping with EARTH University’s mission to affect change in the areas in greatest need of development, 80 percent of students are granted full or partial

scholarship. The University has graduated nearly 1,200 professionals and has an international faculty composed of 44 professors from 20 countries. EARTH University Foundation, based in Atlanta, Ga., coordinates fundraising and special events for the University in the United States. Jane C. Black is Chairman of the Board of Trustees and Gian Rossi-Espagnet is the Executive Director.

About Whole Foods Market

Founded in 1980 in Austin, Texas, Whole Foods Market (www.wholefoodsmarket.com) is the world's leading natural and organic foods supermarket and America's first national certified organic grocer. In fiscal year 2006, the company had sales of \$5.6 billion and currently has more than 185 stores in the United States, Canada, and the United Kingdom. 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. Whole Foods Market, Harry's Farmers Market®, and Fresh & Wild® are trademarks owned by Whole Foods Market IP, LP. Whole Foods Market employs more than 41,500 team members and has been ranked for nine consecutive years as one of the "100 Best Companies to Work For" in America by FORTUNE magazine.

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