



Guaranteeing Quality Produce and Socially Responsible Production One Banana At A Time

*Whole Trade Guarantee™ Fruit Another Step Forward for American Consumers, Latin
American Producers*

ATLANTA, March 29, 2007. Atlanta-based EARTH University Foundation announces a unique partnership between EARTH University and Whole Foods Market®. EARTH University, an agribusiness school focused on sustainable development in the humid tropics, and Whole Foods Market (Nasdaq: WFMI), the world's leading natural and organic foods supermarket, announce today that EARTH's bananas were the first products to be sold under the Whole Foods Market Whole Trade Guarantee program. The buying program brings together a set of strict criteria for products from developing countries to ensure:

- exceptional product quality,
- more money for producers,
- better wages and working conditions for workers,
- sound environmental production practices that promote biodiversity, and
- support of poverty eradication via donating one percent of product sales to the Whole Planet Foundation™.

Whole Foods Market selected the EARTH University bananas for three key reasons. First, the bananas represent exceptional quality –creamy and moist in texture, rich and complex in flavor; second, they are grown using low-impact earth-friendly agriculture techniques in the humid tropics of Costa Rica; and third, they benefit from the sustainable farming practices taught by EARTH University, which supports education, entrepreneurship and eco-sensitive agriculture in the developing world.

“With our shoppers’ growing concern about ethical and responsible trade and with our Company’s increasing scale and scope, the time is right for Whole Foods Market to help make more of an impact,” said Whole Foods Market’s co-founder and CEO John Mackey. “We have a long track record concerning ethical business practices, equitable pay for Team Members and suppliers, safe working environments, and love and respect for all people and the Earth. We are extending that concern to the global community by bringing products from developing areas to the marketplace in a way that is a win for the producers and their families, for our shoppers, for the environment, and for the developing world communities where we do business.”

EARTH University President, Dr. Jose Zaglul noted, “The Whole Foods Market Whole Trade Guarantee program is a perfect fit with EARTH’s commitment to preparing leaders with social and environmental consciousness and a commitment to developing innovative solutions to the environmental and economic challenges of the humid tropics and

fostering the development of a just and equitable society. We are proud to be part of the like-minded Whole Foods Market Whole Trade Guarantee program.”

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 190 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 42,000 team members and has been ranked for ten consecutive years as one of the "100 Best Companies to Work For" in America by FORTUNE magazine.

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