

WHOLE FOODS MARKET, INC.

Unaudited Five-Year Historical Data ⁶

| | Avg | | YOY | Comparable | Identical | YOY | YOY | # of | Relocated/ Closed/ Divested | Ending | Gross | Store | |
|----------------------|------------|--------------|-----------------------|-----------------------|-----------------------|--------------------|---------------------------------|---------------|-----------------------------------|----------------|---------------------|-----------------------------|-------|
| | Wkly Sales | Sales (000) | Increase ¹ | Store Sales Growth | Store Sales Growth | Ending Increase | Ending Increase ³ | New Stores | Acquired Stores | Store Count | Margin ⁷ | Contribution ^{4,7} | |
| 1Q05 | \$ 516,277 | \$ 1,368,328 | 22.4% | 11.4% | 26.1% | 10.7% | 25.0% | 3 | 0 | 166 | 34.6% | 9.0% | |
| 2Q05 | \$ 539,003 | \$ 1,085,158 | 20.3% | 11.6% | 28.7% | 10.2% | 27.2% | 4 | 0 | 168 | 35.7% | 9.9% | |
| 3Q05 | \$ 556,912 | \$ 1,132,736 | 23.5% | 15.2% | 29.3% | 13.2% | 26.9% | 3 | 0 | 170 | 35.2% | 10.0% | |
| 4Q05 | \$ 541,987 | \$ 1,115,067 | 20.2% | 13.4% | 27.4% | 11.9% | 25.2% | 5 | 0 | 175 | 35.3% | 9.3% | |
| FY05 | \$ 536,986 | \$ 4,701,289 | 21.6% | 12.8% | 27.8% | 11.5% | 26.0% | 15 | 0 | 175 | 35.1% | 9.5% | |
| 1Q06 | \$ 584,554 | \$ 1,666,953 | 21.8% | 13.0% | 24.4% | 12.0% | 22.7% | 5 | 0 | 180 | 34.5% | 9.0% | |
| 2Q06 | \$ 601,908 | \$ 1,311,520 | 20.9% | 11.9% | 23.6% | 10.9% | 21.1% | 3 | 1 | 183 | 35.3% | 10.1% | |
| 3Q06 | \$ 605,365 | \$ 1,337,886 | 18.1% | 9.9% | 25.1% | 9.6% | 22.8% | 1 | 0 | 183 | 35.2% | 10.2% | |
| 4Q06 | \$ 584,498 | \$ 1,291,017 | 15.8% | 8.6% | 22.0% | 8.4% | 20.3% | 4 | 0 | 186 | 34.8% | 9.2% | |
| FY06 | \$ 593,439 | \$ 5,607,376 | 19.3% | 11.0% | 23.8% | 10.3% | 21.8% | 13 | 1 | 186 | 34.9% | 9.6% | |
| 1Q07 | \$ 619,966 | \$ 1,870,731 | 12.2% | 7.0% | 20.0% | 6.2% | 18.2% | 4 | 0 | 189 | 34.3% | 8.4% | |
| 2Q07 | \$ 635,212 | \$ 1,463,209 | 11.6% | 6.0% | 18.0% | 5.1% | 16.0% | 6 | 0 | 194 | 35.2% | 9.2% | |
| 3Q07 | \$ 647,420 | \$ 1,514,420 | 13.2% | 7.0% | 16.9% | 5.8% | 15.3% | 3 | 0 | 196 | 35.5% | 9.5% | |
| 4Q07 ¹ | \$ 574,779 | \$ 1,743,411 | 24.7% | 8.2% | 16.8% | 6.0% | 14.4% | 8 | 109 | 276 | 34.6% | 8.5% | |
| FY07 ¹ | \$ 616,706 | \$ 6,591,773 | 15.3% | 7.1% | 18.1% | 5.8% | 16.1% | 21 | 109 | 276 | 34.8% | 8.9% | |
| 1Q08 | \$ 564,377 | \$ 2,457,258 | 31.4% | 9.3% | 16.3% | 7.1% | 13.3% | 6 | 0 | 12 | 270 | 33.6% | 7.4% |
| 2Q08 | \$ 571,510 | \$ 1,866,493 | 27.6% | 6.7% | 12.7% | 5.1% | 10.2% | 2 | 0 | 0 | 272 | 34.9% | 8.3% |
| 3Q08 | \$ 564,925 | \$ 1,841,242 | 21.6% | 2.6% | 9.6% | 1.9% | 7.7% | 4 | 1 | 6 | 271 | 34.4% | 7.7% |
| 4Q08 | \$ 541,681 | \$ 1,788,919 | 12.7% | 0.4% | 8.6% | -0.5% | 5.6% | 8 | 0 | 4 | 275 | 33.3% | 6.8% |
| FY08 | \$ 569,708 | \$ 7,953,911 | 23.6% | 4.9% | 12.0% | 3.6% | 9.4% | 20 | 1 | 22 | 275 | 34.0% | 7.5% |
| 1Q09 | \$ 551,494 | \$ 2,466,503 | 1.0% | -4.0% | 5.3% | -4.9% | 2.2% | 5 | 0 | 1 | 279 | 33.4% | 6.9% |
| 2Q09 | \$ 551,583 | \$ 1,857,549 | -0.5% | -4.8% | 1.9% | -5.8% | -0.7% | 3 | 0 | 2 | 280 | 34.7% | 8.5% |
| 3Q09 | \$ 555,234 | \$ 1,878,339 | 2.0% | -2.5% | 0.1% | -3.8% | -1.9% | 4 | 0 | 3 | 281 | 35.2% | 8.5% |
| 4Q09 | \$ 536,919 | \$ 1,829,228 | 2.3% | -0.9% | -0.6% | -2.3% | -2.8% | 3 | 0 | 0 | 284 | 34.2% | 7.3% |
| FY09 | \$ 549,463 | \$ 8,031,620 | 1.0% | -3.1% | 1.8% | -4.3% | -0.7% | 15 | 0 | 6 | 284 | 34.3% | 7.8% |
| 1Q10 | \$ 571,962 | \$ 2,639,158 | 7.0% | 3.5% | -0.5% | 2.5% | -2.4% | 6 | 0 | 1 | 289 | 34.3% | 7.7% |
| 2Q10 | \$ 599,787 | \$ 2,106,061 | 13.4% | 8.7% | 3.9% | 7.7% | 1.9% | 3 | 0 | 0 | 292 | 35.3% | 9.1% |
| Excluding Wild Oats: | | | | | | | | | | | | | |
| 4Q07 ¹ | \$ 628,114 | \$ 1,621,291 | 15.9% | 8.2% | 16.8% | 6.0% | 14.4% | 8 | 0 | 2 | 202 | 34.9% | 8.6% |
| FY07 ¹ | \$ 631,717 | \$ 6,469,653 | 13.2% | 7.1% | 18.1% | 5.8% | 16.1% | 21 | 0 | 5 | 202 | 34.9% | 8.9% |
| 1Q08 | \$ 672,021 | \$ 2,218,500 | 18.6% | 9.3% | 16.3% | 7.1% | 13.3% | 6 | 0 | 0 | 208 | 34.1% | 26.2% |
| 2Q08 | \$ 671,127 | \$ 1,691,068 | 11.7% | 6.7% | 12.7% | 5.1% | 10.2% | 2 | 0 | 0 | 210 | 35.5% | 9.1% |
| 3Q08 | \$ 655,640 | \$ 1,672,929 | 10.5% | 2.6% | 9.6% | 1.9% | 7.7% | 4 | 0 | 0 | 214 | 34.7% | 8.4% |
| 4Q08 | \$ 620,503 | \$ 1,628,024 | 9.1% | 0.2% | 8.4% | -0.7% | 5.3% | 8 | 0 | 2 | 220 | 33.5% | 7.2% |
| FY08 | \$ 655,756 | \$ 7,210,521 | 13.7% | 5.0% | 12.1% | 3.6% | 9.4% | 20 | 0 | 2 | 220 | 34.5% | 8.2% |

¹ 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

² Sum of two years of comparable and identical store sales increases

³ Defined as increase in current year weighted average square footage over prior year weighted average square footage

⁴ Defined as gross profit minus direct store expenses

⁵ Results positively impacted by strikes at conventional grocery stores in Southern California for majority of Q1 and half of Q2

⁶ FY03-FY05 gross margins and store contribution are restated

⁷ Non-GAAP results exclude Hurricane Katrina credits and charges, along with share-based compensation charges related to the Company's September 2005 accelerated vesting, and asset impairment charges

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.