

Your

Perishable Foods Council of Northern California/Nevada

*Salutes Our Q2
Retailer of the Quarter
For 2010*

The logo for Whole Foods Market is displayed in a large, green, serif font. The word "WHOLE" is on the top line, "FOODS" is on the second line, and "MARKET" is on the third line, all contained within a dark green horizontal bar. The logo is superimposed on a white paper shopping bag with a brown handle. The bag has a faint green circular logo on it that says "Whole Foods Market".

**WHOLE
FOODS[®]
M A R K E T**

A perfect opportunity to:

- *Place your ads for New Item introductions at this years IDDBA.*
- *Showcase upcoming Summer Specialty items.*
- *A terrific chance to spotlight Organic and All Natural Products.*
- *The ideal forum to acknowledge and support Whole Foods!!!*

Deadline to advertise in our Q2 2010 edition is April 1st.

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The logo for the Perishable Foods Council of Northern California/Nevada features a stylized bridge with a green diamond in the center containing the letters "PFC". Below the bridge is the text "Perishable Foods Council of Northern California/Nevada".

Perishable Foods Council
of Northern California/Nevada