

For Immediate Release:
November 10, 2010

Contact:
Helen Duong, (408) 795-1807
San Jose Redevelopment Agency
helen.duong@sanjoseca.gov

Whole Foods Market™ Celebrates the Opening of Its First San Jose Store

*New 50,000-square-foot Store Adds Approximately
200 New Jobs*

SAN JOSE, Calif. –The City of San Jose has two big reasons to celebrate the new Whole Foods Market in South San Jose: the store will be the first Whole Foods Market in the city, and it will generate its own clean power onsite.

“I am delighted to welcome the first Whole Foods Market to San Jose,” said Mayor Chuck Reed. “The new store will help meet the community’s growing demand for natural and organic foods, while also supporting San Jose’s ambitious Green Vision goals. We look forward to working with Whole Foods to open additional locations throughout San Jose.”

The new store will generate clean, reliable on-site fuel cell power via the PureCell® system provided by UTC Power (www.utcpower.com). Fuel cells are one of the cleanest energy-generation sources available in the world and meet the strictest U.S. emission standards. The UTC Power fuel cell system will generate 90 percent of the store’s electricity needs. The store will use byproduct thermal energy for heating, cooling, and refrigeration for an overall efficiency of approximately 60 percent, nearly twice the efficiency of the U.S. grid.

“We are all thrilled to welcome Whole Foods as a member of the South San Jose community,” said Councilmember Nancy Pyle. “This store, in this location, continues to demonstrate the importance of the Blossom Hill corridor to the economic vitality of San Jose.”

By generating most of its power on-site with a fuel cell, the store will prevent the release of more than 370 metric tons of carbon dioxide annually – the equivalent of planting more than 85 acres of trees. The reductions in nitrogen oxide emissions versus a conventional power plant are equal to the environmental benefit of removing 92 cars from the road.

“We commend Whole Foods for its demonstrated commitment to the community and the environment,” said Harry Mavrogenes, Executive Director, San Jose Redevelopment Agency. “We are pleased that we were able to partner with such a company on bringing in a well-designed store to help revitalize our Strong Neighborhood area and provide additional grocery options in the area.”

-more-

The new Whole Foods Market Blossom Hill store is located in the Hoffman/Via Monte Strong Neighborhood Redevelopment Project Area. An estimated \$4 million has been invested for various redevelopment improvement projects in the area, including alleyway enhancements, residential landscaping, and a temporary neighborhood center. More than 100,000 cars pass through a three-mile radius of the area, which houses residents with an average household income of \$109,247 and a median age of 37.

“We are excited to be part of this area’s redevelopment and to support South Bay small businesses by featuring local products in our store,” said Brett Kassell, Whole Foods Market San Jose Store Team Leader. “I also hope that this long-awaited store will serve as a hub for both local businesses and residents as we have an outstanding team that is here to serve this community.”

The new 50,000 square-foot store joins retailers such as T.J. Maxx, Barnes & Noble, Trader Joe’s, and Costco at Blossom Hill and Almaden Expressway. The full-service store includes full meat and seafood counters, in-store bakery, burrito and shawarma bar, large bulk section, and Kombucha Botanica’s Healthy Living Tonic™ on tap.

The San Jose Redevelopment Agency and the City of San Jose partnered with Whole Foods Market by providing site location and permitting assistance.

About the San Jose Redevelopment Agency

The Agency is dedicated to improving the quality of life for all who live and work in San Jose. Governed by the City Council, acting as the Redevelopment Agency Board, the Agency facilitates and oversees comprehensive programs for development to revitalize and strengthen quality of life and competitiveness for San Jose’s downtown, neighborhoods, and industrial areas. For more information, visit www.sjredevelopment.org.

About Whole Foods Market®

Founded in 1980 in Austin, Texas, Whole Foods Market (www.wholefoodsmarket.com), NASDAQ: WFMI), is the leading natural and organic food retailer. As America’s first national certified organic grocer, Whole Foods Market was named “America’s Healthiest Grocery Store” by Health magazine. The company’s motto, “Whole Foods, Whole People, Whole Planet”™, captures its mission to ensure customer satisfaction and health, Team Member excellence and happiness, enhanced shareholder value, community support, and environmental improvement. Thanks to the company’s more than 55,000 Team Members, Whole Foods Market has been ranked as one of the “100 Best Companies to Work For” in America by FORTUNE magazine for 13 consecutive years. In fiscal year 2009, the company had sales of \$8 billion and currently has more than 290 stores in the United States, Canada, and the United Kingdom.

###