



NORTHERN PACIFIC REGION

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November 4, 2004

To Whom It May Concern:

Mayfair Associates, LLC was retained to advise Trinity Springs Ltd., a company of which I was the Chairman of the Board.

Mayfair learnt the details of Trinity's business quickly and helped the Board critically evaluate its business plan in light of the operating, financial and competitive environment. After examining and analyzing the strategic alternatives, Mayfair contacted potential buyers and investors and negotiated successfully with the ultimate buyer. Mayfair delivered a transaction structure that was a significant improvement on the original proposal.

Mayfair also provided support and advice assisting the Board of Directors in securing shareholder proxies for the transaction. I found Mayfair's advice to be not only analytically professional, but also practical and clearly presented. Mayfair worked against short deadlines and delivered in a timely manner.

In summary, they provided high-level strategic guidance to our Board allowing us to successfully close the transaction.

I would have no hesitation in recommending Mayfair Associates.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Walter Robb".

Walter Robb  
President & Chief Operating Officer  
Whole Food Market, Inc.

