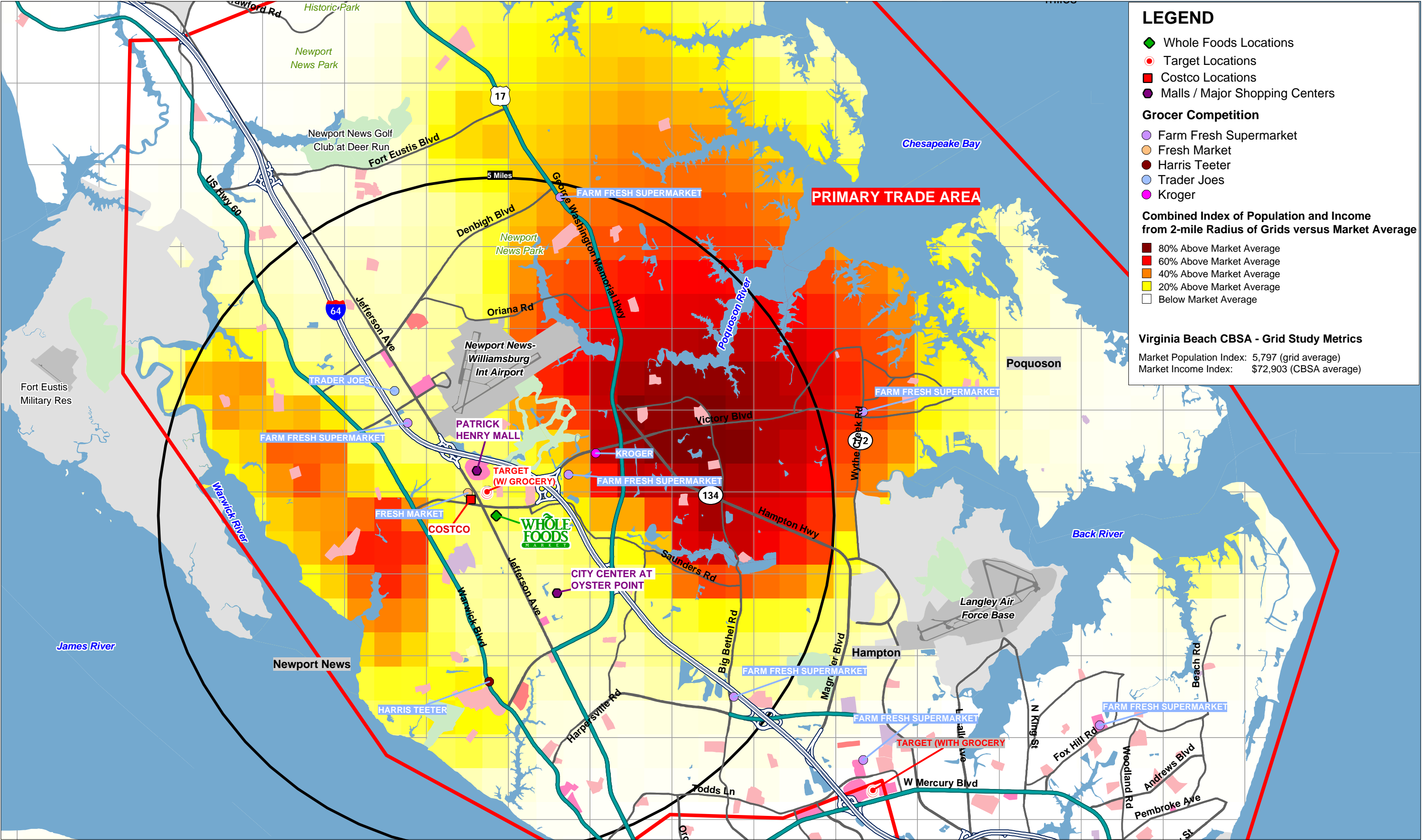


NEWPORT NEWS, VA
Potential Whole Foods Locations

Income and Population Blend



LEGEND

- Whole Foods Locations
- Target Locations
- Costco Locations
- Malls / Major Shopping Centers

Grocer Competition

- Farm Fresh Supermarket
- Fresh Market
- Harris Teeter
- Trader Joes
- Kroger

Combined Index of Population and Income from 2-mile Radius of Grids versus Market Average

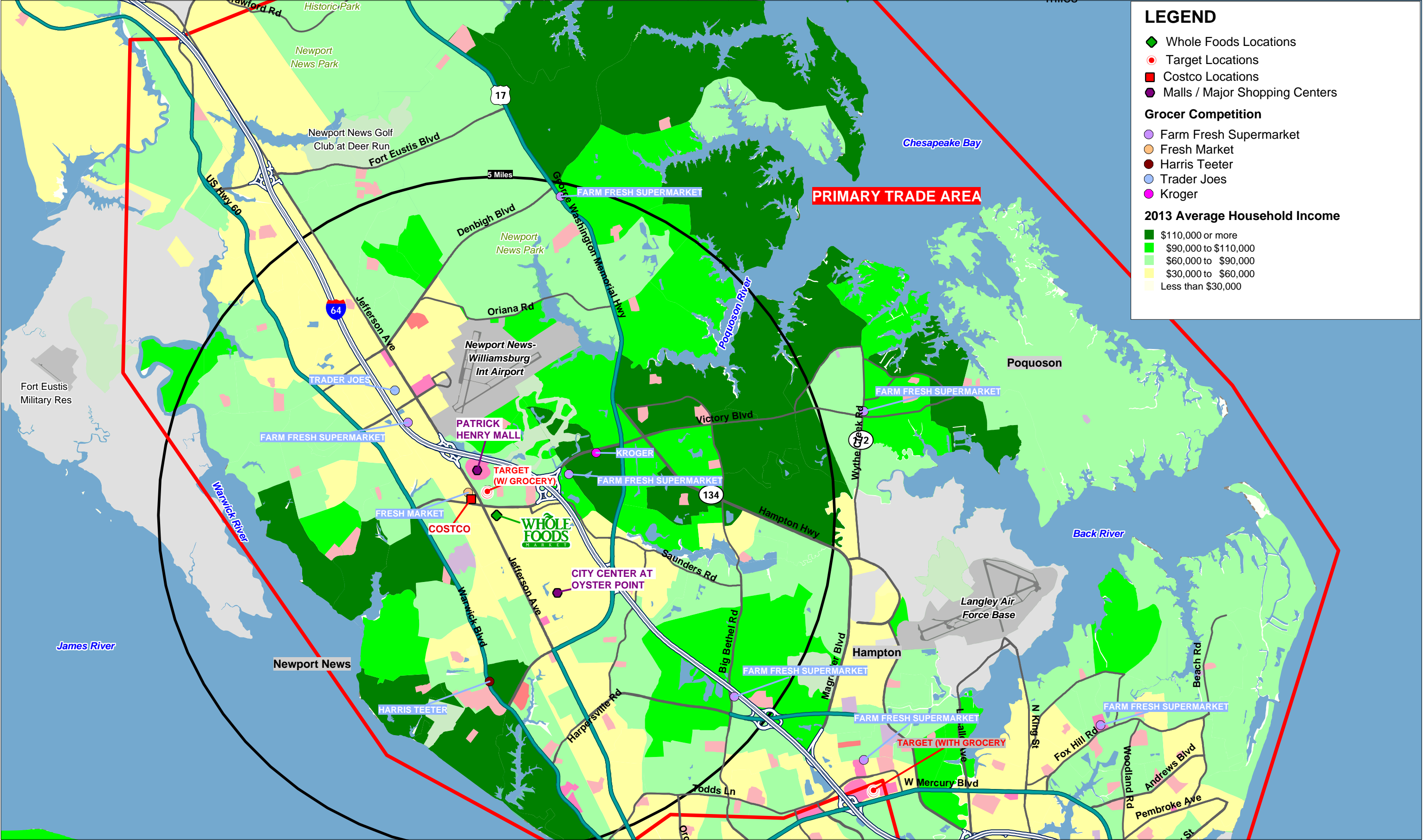
- 80% Above Market Average
- 60% Above Market Average
- 40% Above Market Average
- 20% Above Market Average
- Below Market Average

Virginia Beach CBSA - Grid Study Metrics

Market Population Index: 5,797 (grid average)
Market Income Index: \$72,903 (CBSA average)

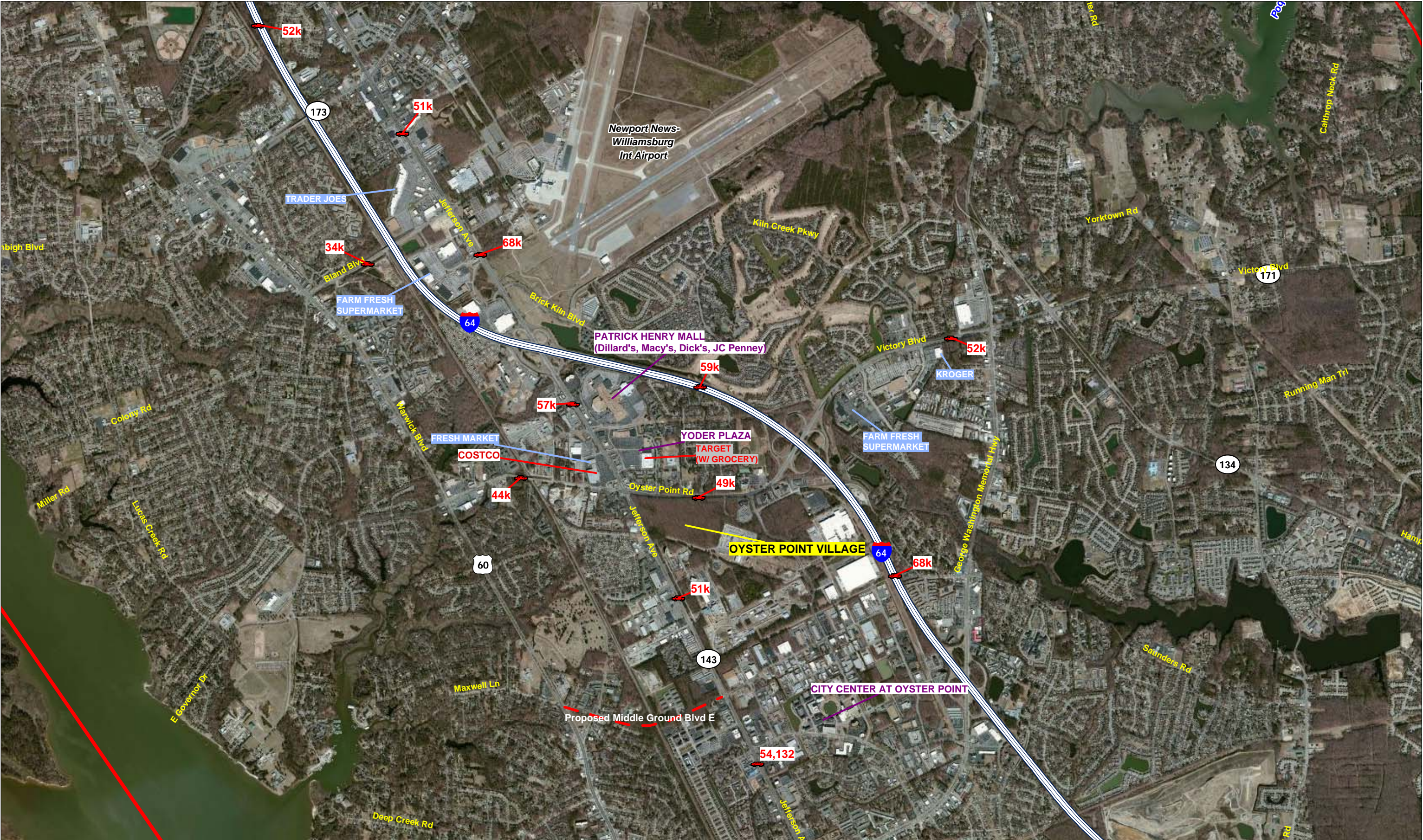
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Potential Whole Foods Locations

Average Household Income



December 6, 2013

NEWPORT NEWS, VA
Potential Whole Foods Locations



November 12, 2012