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FOR IMMEDIATE RELEASE:

Wild Oats Market Celebrates 25 Years in Business

Williamstown, MA, December 26, 2007. Wild Oats Market announced today that it will hold a 25th Anniversary Celebration on January 19, 2008, all day, to mark 25 years as a community market whose mission is to provision, serve and connect people through a thriving cooperative business. Wild Oats invites everyone to stop by the market, located at 320 Main Street in Williamstown, on January 19th for free samples, food demos, raffle prizes and more.

“To have reached this milestone is a huge accomplishment, and a result of the hard work and dedication of everyone who has been a part of Wild Oats Market over the past two and a half decades,” said General Manager Michael Faber. “We want to celebrate this landmark occasion by doing something special for everyone who is a part of the Wild Oats Community, past and present.”

The first 25 people who go through the register on Saturday morning will receive a free gift. Faber will be serving slices of “birthday cake” that afternoon at 2 pm, and festivities will be taking place throughout the day.

“We’re proud of this milestone and our contributions to the community over the years,” said Faber. “The anniversary celebration is a great opportunity for us to share our enthusiasm for Wild Oats and co-op values with the public. We’re looking forward to a fun day and a strong turnout for this event.”

Wild Oats Market is a member-owned, cooperative-based whole foods market that buys extensively from local and regional natural and organic food producers. One need not be a member to shop at Wild Oats, although membership offers several benefits. The market carries a wide selection of organic and naturally-made products, including: meats, eggs, dairy products, fruits, vegetables, breads, pastas, oils, cereals, juices and chocolate. In addition, the store offers a fresh grab-and-go deli and freshly baked breads, rolls and pastries on-site. Wild Oats Market also carries healthful supplements and body care products, as well as environmentally-friendly household supplies.

For additional information on the 25th Anniversary Celebration or Wild Oats Market, contact Michael Faber, Wild Oats Market General Manager, or Robin Riley, Marketing & Membership Manager, 413-458-8060, or visit www.wildoats.coop.