

NEWS RELEASE

FOR IMMEDIATE RELEASE INFORMATION:

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FOR MORE

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WILD OATS BOARD NAMES NEW GENERAL MANAGER

(WILLIAMSTOWN, MA) After a national search, the board of directors of Wild Oats Cooperative, Inc. in Williamstown is pleased to announce the hiring of Michael Faber, currently the store manager of the Berkshire Co-op Market in Great Barrington, as the new general manager of Wild Oats, to take effect January 1, 2007. Wild Oats' former general manager, David Fowle, resigned this past fall to become Assistant Developer for the Eastern Corridor at the National Cooperative Grocers Association.

“We are very excited about the skills and creativity Michael brings to this job, and we look forward to strengthening the ties between the North and South County coops,” said president of the Wild Oats board, Audrey Thier.

Faber has served as store manager of the Berkshire Co-op Market for four years. His prior positions include manager of the Berkshire Coop's bulk foods department and practical skills workshop coordinator for the Northeast Organic Farming Association in Barre, Massachusetts. He holds a Bachelor of Business Administration degree from the University of Massachusetts School of Management at Amherst.

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