





1. In his Expert Report, Dr. Scheffman presented price calculations based on

item-specific register prices at Whole Foods stores on a *single day* in June

that thinks about competing with us. The documents recommended

non-patented items.

specific products of interest

er the price cuts associated with this PNCOS. This was not idle talk or blus

competition, are reflected in data provided to the PNC by Whole Foods in

2005 Whole Foods market data which shows

EXHIBIT 11 SHOWS

by selectively cutting

how Whole Foods responded to [redacted]'s entry

total prices of 16 items in the exhibit show the average price change

Whole Foods decreased [redacted] difference in market prices between the





