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**JOSEPH FREED AND ASSOCIATES LLC SIGNS LEASE FOR  
WHOLE FOODS MARKET® AT WILLITS TOWN CENTER**

*25,000 square foot store to open Summer, 2011*

*Basalt, Colorado.* Joseph Freed and Associates LLC, the developer of the Willits Town Center, today announced a signed lease with Whole Foods Market for a 25,000 square foot store at the Center, located in Basalt, near Aspen, Colorado.

Larry Freed, President of Joseph Freed and Associates LLC, said, "We welcome Whole Foods Market to our Willits development, a forward thinking community that shares the Whole Foods Market focus on sustainable and healthy living and work environment. This lease and the resulting job opportunities underscore the commitment of our company and of Whole Foods to the economic vitality and renewal of this community."

Will Paradise, President of Whole Foods Market's Rocky Mountain Region added, "Despite the recent economic downturn we have remained committed to Basalt and this project. We believe our passion for offering the highest quality natural and organic products will pair well with a community so committed to healthy living and the conservation of their surrounding natural resources. We look forward to becoming an active part of the community soon."

Willits Town Center is a 20 acre development in Basalt, Colorado designed to be a mixed-use project with residential, retail, office and hotel components connected to mass transit.

Current tenants and owner-occupied shops at the Center include Radio Boardshop, Kitchen Collage, Willits Winter Farmers Market, Montecito Loft & Home, Studio 360, Willits General Store, Corky Woods and Willits Wine and Spirits. Verizon Wireless and Studio Moxie are scheduled to open soon.

Basalt Town Manager, Bill Kane, commented today on the Whole Foods Market lease: "This is the best news I've heard in a long time. Our town welcomes Whole Foods Market with open arms and thanks Joseph Freed and Associates LLC for its persistence and dedication in making the Willits Town Center a reality."

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**About Joseph Freed and Associates LLC**

Joseph Freed and Associates LLC is an entrepreneurial real estate company that develops, acquires and operates retail and mixed-use properties nationally. The company is dedicated to

long-term value creation, environmental responsibility and sustainable development. It has developed over 24 million square feet of retail, residential and office space and currently has over 10 million square feet of space in operation or in development in over 40 projects. For more information, visit the company's website at <[www.josephfreed.com](http://www.josephfreed.com)>.

### **About Whole Foods Market®**

Founded in 1980 in Austin, Texas, Whole Foods Market ([www.wholefoodsmarket.com](http://www.wholefoodsmarket.com)), a leader in the natural and organic foods industry and America's first national certified organic grocer, was named "America's Healthiest Grocery Store" in 2008 by Health magazine. The Whole Foods Market motto, "Whole Foods, Whole People, Whole Planet"™ captures the company's mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to its 53,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by FORTUNE magazine for 12 consecutive years. In fiscal year 2008, the company had sales of \$8 billion and currently has more than 275 stores in the United States, Canada, and the United Kingdom. Whole Foods Market, Fresh & Wild™, and Harry's Farmers Market® are trademarks owned by Whole Foods Market IP, LP. Wild Oats® and Capers Community Market™ are trademarks owned by Wild Marks, Inc.