

Press Release, July 23, 2018

From: The Jojoba Company, Waldoboro, Maine: www.jojobacompany.com

Whole Foods Market North Atlantic Region advised The Jojoba Company of Waldoboro, Maine on July 23, 2018 that it had discontinued selling The Jojoba Company's product. "This decision was reached after considering many factors including the current directions we're taking as a company in terms of standardization of product mixes, the limitations of space in our region's stores when weighting the core required mix of SKU's to total available space, and the performance of all the non-required items when weighed against one another," wrote the Whole Foods Market North Atlantic Regional Whole Body Buyer to the company.

Whole Foods North Atlantic Region stores are located in Connecticut, Maine, Massachusetts, New Hampshire, and Rhode Island.

The Jojoba Company began supplying its 100% Pure HobaCare Jojoba brand to Whole Foods Market stores in 1995; its presence in Whole Foods Market stores grew from 6 to more than 150 today. A number of Whole Foods Markets stores carry The Jojoba Company's Jojoba Baby brand, as well as its HobaCare brand. The Jojoba Company distinguishes itself from other companies that sell jojoba by having been a jojoba farmer for 15 years and by its emphasis on quality and price.

Bob Butler, Jojoba Company President said, "While the North Atlantic Region Whole Foods Market decision disappoints, The Jojoba Company understands that the decision had nothing to do with the price or quality of our product, but rather with internal policy changes made after Amazon bought Whole Foods Market." He added, "The decision to curtail dealings with a family-owned enterprise that has supplied a quality product to Whole Foods Market customers for almost 25 years saddens us."

Unlike most personal care product companies, The Jojoba Company does not sell a line of different products; it sells only pure jojoba in different size containers, ranging from 1-oz to 1 gallon. The company also sells 55-gallon drums to manufacturers of personal care and other products. The company continues to sell in Whole Foods Market stores in other regions, and it continues to gain new customers every day via direct sales from its website. The company assures its customers that it will continue to purvey the highest quality jojoba available at reasonable prices and unmatched service with same-day shipping on week-days for orders received prior to 3:00 p.m. Eastern Time.

Whole Foods Market customers in the North Atlantic Region are able to purchase The Jojoba Company brands, HobaCare Jojoba and Jojoba Baby, at local health food stores and co-ops that carry the product, from The Jojoba Company's website (www.jojobacompany.com), or by phoning directly: 1.800.2.JOJOBA (1.800.256.5622).