



FOR IMMEDIATE RELEASE  
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### **Alfalfa's Announces Management Change**

BOULDER, Colo. (Sept. 8, 2014) – Alfalfa's, a Boulder, Colo. owned and operated natural and organic market, today announced independent board director, James Searcy, will assume the role of interim CEO and Chairman of the Board, effective immediately. He takes over this day-to-day management role from Mark Retzloff who stepped down from his position as CEO and Chairman. Retzloff will remain involved with Alfalfa's as a member of the company's Board of Directors and shareholder.

As a board member of Alfalfa's, Searcy has been with the company since 2010 when the Alfalfa's retail concept was brought back to Boulder with the reopening of its original store on Broadway and Arapahoe. He has spent more than 60 years in the natural products industry, and as co-founder of the Lazy Acre retail store in Santa Barbara, Calif., was instrumental in developing one of the country's preeminent natural and organic food concepts in the U.S.

"We appreciate all that Mark has contributed in his leadership of Alfalfa's, and are pleased to have his continued oversight and guidance as a Board member," said Searcy. "We have a strong management team in place, with a great depth of natural and organic retail experience. This group is committed to do what is best for our customers and our community, and to bring the highest quality organic, natural and GMO-free products to Boulder County."

#### **About Alfalfa's**

Alfalfa's is a Boulder-owned and operated organic and natural foods market operating two stores in Boulder County. With a modern store environment, Alfalfa's is committed to a passion for organic, adherence to strict product standards and dedication to its local community. For more information, please visit [www.alfalfas.com](http://www.alfalfas.com).