

WILD OATS MARKETS INC
 Form 4
 August 30, 2007

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
 SHIELDS JOHN A

2. Issuer Name and Ticker or Trading Symbol
 WILD OATS MARKETS INC
 [OATS]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 2749 LANDON ROAD

3. Date of Earliest Transaction (Month/Day/Year)
 08/28/2007

Director 10% Owner
 Officer (give title below) Other (specify below)

(Street)
 SHAKER HEIGHTS, OH 44122

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
				(A) or (D)	Price		
				Code	V	Amount	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474 (9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative Securities	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)						
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option for Common Stock	\$ 9.14	08/28/2007	D		310		<u>(1)</u>	05/05/2010	Common Stock	310
Option for Common Stock	\$ 9.14	08/28/2007	D		310		<u>(1)</u>	05/05/2010	Common Stock	310
Option for Common Stock	\$ 9.18	08/28/2007	D		1,852		<u>(1)</u>	05/06/2013	Common Stock	1,852
Option for Common Stock	\$ 9.214	08/28/2007	D		3,075		<u>(1)</u>	04/30/2013	Common Stock	3,075
Option for Common Stock	\$ 9.2302	08/28/2007	D		1,842		<u>(1)</u>	05/01/2012	Common Stock	1,842
Option for Common Stock	\$ 9.2302	08/28/2007	D		36,836		<u>(1)</u>	05/01/2012	Common Stock	36,836
Option for Common Stock	\$ 9.2905	08/28/2007	D		3,050		<u>(1)</u>	09/30/2013	Common Stock	3,050
Option for Common Stock	\$ 9.33	08/28/2007	D		607		<u>(1)</u>	04/30/2012	Common Stock	607
Option for Common Stock	\$ 9.35	08/28/2007	D/K		3,030		<u>(1)</u>	06/30/2013	Common Stock	3,030
Option for	\$ 9.5022	08/28/2007	D		1,789		<u>(1)</u>	07/31/2012	Common Stock	1,789

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Common Stock									
Option for Common Stock	\$ 9.5022	08/28/2007	D	2,982	<u>(1)</u>	07/31/2012	Common Stock	2,982	
Option for Common Stock	\$ 9.51	08/28/2007	D	298	<u>(1)</u>	09/12/2010	Common Stock	298	
Option for Common Stock	\$ 9.55	08/28/2007	D	2,966	<u>(1)</u>	08/30/2012	Common Stock	2,966	
Option for Common Stock	\$ 9.5889	08/28/2007	D	2,955	<u>(1)</u>	10/31/2012	Common Stock	2,955	
Option for Common Stock	\$ 9.6475	08/28/2007	D	2,937	<u>(1)</u>	11/28/2013	Common Stock	2,937	
Option for Common Stock	\$ 9.83	08/28/2007	D	288	<u>(1)</u>	09/28/2010	Common Stock	288	
Option for Common Stock	\$ 10.04	08/28/2007	D	1,695	<u>(1)</u>	05/04/2010	Common Stock	1,695	
Option for Common Stock	\$ 10.04	08/28/2007	D	2,825	<u>(1)</u>	05/04/2010	Common Stock	2,825	
Option for Common Stock	\$ 10.04	08/28/2007	D	3,000	<u>(1)</u>	05/04/2010	Common Stock	3,000	
Option for Common Stock	\$ 10.04	08/28/2007	D	282	<u>(1)</u>	07/25/2010	Common Stock	282	
Option for Common	\$ 10.04	08/28/2007	D	282	<u>(1)</u>	07/25/2010	Common Stock	282	

Stock									
Option for Common Stock	\$ 10.0555	08/28/2007	D	2,818	<u>(1)</u>	03/31/2014	Common Stock	2,818	
Option for Common Stock	\$ 10.098	08/28/2007	D	2,806	<u>(1)</u>	08/29/2013	Common Stock	2,806	
Option for Common Stock	\$ 10.285	08/28/2007	D	413	<u>(1)</u>	10/22/2012	Common Stock	413	
Option for Common Stock	\$ 10.4125	08/28/2007	D	408	<u>(1)</u>	08/27/2012	Common Stock	408	
Option for Common Stock	\$ 10.625	08/28/2007	D	1,600	<u>(1)</u>	10/30/2012	Common Stock	1,600	
Option for Common Stock	\$ 10.63	08/28/2007	D	267	<u>(1)</u>	06/30/2010	Common Stock	267	
Option for Common Stock	\$ 10.7695	08/28/2007	D	395	<u>(1)</u>	03/05/2014	Common Stock	395	
Option for Common Stock	\$ 10.795	08/28/2007	D	2,625	<u>(1)</u>	02/27/2014	Common Stock	2,625	
Option for Common Stock	\$ 10.795	08/28/2007	D	394	<u>(1)</u>	03/08/2014	Common Stock	394	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SHIELDS JOHN A 2749 LANDON ROAD	X			

