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FOR IMMEDIATE RELEASE:

THE FRESH MARKET RELOCATES IN AUGUSTA
Specialty Grocer Opens Larger Store with Expanded Selection

Augusta, Georgia (January 21, 2008) – To serve its longstanding and loyal Augusta customers better, **The Fresh Market** is excited to announce the opening of its new and expanded store. The company is moving from its current location at 2701 Washington Street to a larger space within the same shopping center.

In its new location, The Fresh Market will continue to provide customers with extraordinary customer service in a remodeled, more spacious store that will offer an even greater variety of products. At over 21,000 square feet, the store will feature larger grocery aisles and an expanded grocery selection with over 300 new items, European fixtures that frame the meat and seafood counters, enhanced lighting, a deli island with a vast assortment of prepared foods, an increased array of organic items and larger floral, gift and bakery departments. In addition, the expanded grocery selection will include more convenience items, allowing customers to complete their shopping at one store.

The grand opening of the new store will take place at **9 a.m. on Wednesday, February 11**. Customers are invited to an opening celebration which will include a complimentary outdoor barbeque, food sampling stations, and a free sample bag of coffee to the first 1,000 customers.

“The Fresh Market deeply appreciates the long-term loyalty and relationships we have with our customers in the Augusta area,” said Craig Carlock, chief operating officer. “We are excited to provide a larger, enhanced and updated store that will better serve this thriving community.”

About The Fresh Market®

On March 5, 1982, Ray and Beverly Berry opened the first Fresh Market in Greensboro, North Carolina. The fulfillment of a dream, The Fresh Market was founded with one simple goal in mind: to bring friends, family and neighbors high-quality perishable products in a warm and friendly atmosphere with a high level of customer service. The Fresh Market currently operates 86 stores in 18 states, concentrated in the Southeast, Midwest, and Mid-Atlantic, with plans for continued expansion in these areas. The Fresh Market is a family-owned, privately held company and is an equal opportunity employer. For more information, please visit www.thefreshmarket.com.

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