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THE FRESH MARKET APPEALS TO LOBSTER LOVERS THIS VALENTINE'S DAY

GREENSBORO, N.C. (February 12, 2009) – For those feeling like they're in a pinch this Valentine's Day, The Fresh Market makes it easy and affordable to impress that special someone with cold water lobster tails. The five to six ounce lobster tails are available at all of The Fresh Market's locations at the special price of two for \$15*. In addition, the chain of specialty grocery stores provides simple instructions for preparing the perfect lobster tail. Easy on the wallet and easy to prepare, lobster tails make an elegant entrée for a private romantic dinner for two, or for a fun-filled celebration with family and friends.

** Subject to availability. Prices valid February 9 through February 17, 2009.*

THE FRESH MARKET **How To...**

Prepare a Perfect Lobster Tail

- Thaw lobster tails completely & preheat the broiler
- Using kitchen shears, cut down center of the tail to the fan, being careful not to cut into meat
- Pull shell apart (about 2-inches) and gently lift meat through shell, leaving tail end attached inside
- Lay meat back on top of shell and clean any bits of vein or shell by rinsing under cold water
- Lightly brush with melted butter or TFM Finishing Butter
- Broil 6 to 8-inches from heat until meat is firm and no longer transparent

For recipe ideas and more visit us online at: thefreshmarket.com

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.