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FOR IMMEDIATE RELEASE:

THE FRESH MARKET OPENS SECOND RICHMOND AREA STORE ON MARCH 25
Specialty Grocer Brings Quality Products and Superior Customer Service to Midlothian

MIDLOTHIAN, VA (March 3, 2009) – **The Fresh Market**[®] will expand its presence in the Richmond area this month with a new store in Midlothian. This location marks the company's second Richmond-area store and its fifth location in Virginia; a sixth store is scheduled to open later this year in Newport News.

At its newest store, located at 1200 Huguenot Road, the specialty grocer's full-service philosophy will incorporate unparalleled product selection and expert customer service in an inviting atmosphere. Doors will open at **9:00 a.m. on Wednesday, March 25**, and grand opening activities will include a complimentary barbeque, food sampling stations, and a free sample bag of gourmet coffee to the first 1,000 customers.

"We are pleased to expand our reach in the Mid-Atlantic, which is an area we have targeted for continued growth," said Craig Carlock, president and chief executive officer. "It's exciting to see how this region has embraced The Fresh Market's concept of quality perishables, excellent customer service and a unique atmosphere, and we look forward to offering Midlothian residents a rewarding new food shopping experience."

The Fresh Market recognizes the value of personal connections through its emphasis on excellent service and employs a team of friendly, well-trained professionals who pride themselves on providing the highest level of customer service to shoppers. Team members can often be found offering cooking advice or sharing their favorite tips to help customers create the perfect meal.

The new Midlothian store will house over 23,000 square feet of culinary delights and includes a bakery that produces 30 freshly baked breads and 15 different varieties of pies daily, a full service meat counter with freshly ground beef, a wide selection of ready-to-serve entrées, fresh seafood flown into the store several times per week, and more than 200 imported and domestic cheeses, as well as a bountiful produce department with more than 400 items and a large organic selection.

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The Fresh Market's inviting atmosphere is reminiscent of old-world European markets, says Carlock. "Our customers enjoy shopping in an environment that appeals to all the senses. The smell of freshly brewed coffee and bread right out of the oven, the sound of classical music, soft lighting with antique décor in an intimate setting, and the ability to select and taste fresh, high-quality products all work together to create the feel of several 'fresh' markets all under one roof."

The Fresh Market looks forward to becoming a member of the Midlothian community while bringing more than 80 new jobs to the area, most of which will be hired locally.

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 85 stores in 17 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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