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**THE FRESH MARKET ANNOUNCES FURTHER EXPANSION IN ILLINOIS
Specialty Grocer to Open New Store in Peoria**

PEORIA, IL (March 15, 2010) – The Fresh Market continues to grow its chain of specialty grocery stores with a new location in Peoria, Illinois. The store will be the company’s sixth in the state, with the fifth store opening in Lake Forest this summer. The company expects to open the Peoria store, which will be located at 2601 West Lake Avenue in the Westlake Shopping Center, in the fall of 2010.

“We are excited about our entry into Peoria and feel The Fresh Market will be a perfect fit for the community,” said Randy Kelley, senior vice president of real estate and development for The Fresh Market. “We look forward to building on the success of our Normal location, which opened in the fall of 2009, and to providing customers in the Peoria community with the same quality products and excellent customer service.”

The Fresh Market has built its reputation on being an extraordinary food destination store. “From bountiful produce and a full-service meat counter to convenient prepared foods and an in-store bakery,” said Craig Carlock, the company’s president and CEO, “customers will discover that our stores are committed to variety, freshness and value as well as superior customer service.”

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 94 stores in 18 states, located in the Southeast, Midwest, Mid-Atlantic, and Northeast, with plans for continued expansion throughout the country. The Fresh Market is a family-owned, privately held company and is an equal opportunity employer. For more information, please visit www.thefreshmarket.com.