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FOR IMMEDIATE RELEASE:

THE FRESH MARKET RELOCATES IN RALEIGH

*Grocer's Niche is High-Quality Perishables, Specialty Foods and
Fresh Approach to Customer Service*

RALEIGH, North Carolina (April 4, 2008) – As the Raleigh area continues to grow, **The Fresh Market** is following suit with an expansion of its own. The Fresh Market is relocating its store currently located at 6661 Falls of Neuse Road to provide customers with a remodeled, more spacious location that will offer an even larger variety of products, including an expanded grocery selection with over 300 new items.

The Raleigh grand opening will take place at **9 a.m. on Wednesday, April 30**. The new store is located on **6325-23 Falls of Neuse Road** in the heart of Sutton Square, less than one-half mile away from its current location. Customers are invited to an opening celebration which will include a complimentary outdoor barbecue, food sampling stations with a variety of local North Carolina products, 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 Raleigh area,” said Craig Carlock, chief operating officer. “We saw the need for a larger, enhanced and updated store that will better serve this thriving community.”

One of 12 Fresh Market stores in North Carolina and one of two in Raleigh, the new location will boast over 24,100 square feet of culinary delights. New features will include more parking spaces, spacious grocery aisles, European fixtures that frame the meat and seafood counters, enhanced lighting, a deli island with a wide assortment of prepared foods, an increased selection 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. These elements highlight the store's European charm and ambience, which is also marked by the dark red tile floors, antiques, incandescent lighting, tantalizing aromas and classical music. While in the store, the customer has the feeling of strolling through several “fresh” European markets – all under one roof.

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The specialty grocer prides itself on superior customer service. The Fresh Market's friendly and professional employees are available to provide cooking advice and ensure that customers receive full-service attention during each store visit. Fresh Market associates understand that great customer service is a high priority and work to develop relationships with customers, many of whom shop with the specialty grocer several times a week.

The Fresh Market built its reputation on being an extraordinary food destination store. With a focus on specialty goods including the finest fruits and vegetables, unique candies, imported cheeses, top-quality deli items, certified premium meats and seafood, The Fresh Market remains committed to variety, freshness and above all else quality.

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 78 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.

The Fresh Market – Raleigh is NOW located on 6325-23 Falls of Neuse Road. For additional information visit www.thefreshmarket.com.

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