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FOR IMMEDIATE RELEASE:

THE FRESH MARKET TO OPEN SIXTH ILLINOIS STORE AUGUST 25

Specialty Grocer Brings Quality Products and Superior Customer Service to Peoria

PEORIA, IL (July 28, 2010) – **The Fresh Market**[®] will expand its presence in the Midwest region next month with a new store in Peoria, Illinois, marking the company's sixth store in the state.

At its newest location at 2601 West Lake Avenue in Peoria, the specialty grocer's full-service philosophy will incorporate unparalleled product selection and expert customer service in an inviting atmosphere. The Fresh Market 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.

"We are excited to open our store in Peoria and to expand our reach in Illinois," said Craig Carlock, the company's president and chief executive officer. "We look forward to introducing The Fresh Market's concept of quality perishables, excellent customer service and a unique atmosphere to an expanded customer base, and we look forward to offering neighboring communities a rewarding new food shopping experience."

Doors will open at **9:00 a.m. on Wednesday, August 25**, and grand opening activities will include outdoor grilling, chef demonstrations, and food sampling throughout the store. A reusable shopping bag and sample-sized bag of the company's gourmet coffee will be free to the first 1,000 customers.

In addition, customers attending the grand opening will be invited to enter into a drawing to win The Fresh Market Pantry. Valued at approximately \$1,000, the Pantry is a collection of The Fresh Market's own TFM-branded favorites, including spices, stocks, pastas, pancake mixes, gourmet sauces, jams and more to fill the lucky winner's kitchen cupboard.

The new Peoria store will house over 24,800 square feet of culinary delights, including a bakery that produces 30 freshly baked breads and 14 different varieties of pie daily, a full service meat counter with freshly ground beef, a wide selection of ready-to-serve entrées, fresh seafood delivered to 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 opening its store in the Peoria community while bringing approximately 90 new jobs to the area, most of which are being filled locally. Those interested in learning more about The Fresh Market can visit the company's website at www.thefreshmarket.com and sign up for "Fresh Ideas," the company's weekly e-mail newsletter that includes specials as well as recipes and information about in-store events.

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 95 stores in 19 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.

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