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FOR IMMEDIATE RELEASE:

THE FRESH MARKET OPENS IN GREENVILLE ON OCTOBER 29

Specialty Grocer Continues Growth in North Carolina with the Addition of Fifteenth Store

GREENVILLE, NC (September 22, 2008) – **The Fresh Market**[®], headquartered in Greensboro, NC, is excited to continue its growth in the company's home state and introduce a unique grocery shopping experience to Greenville residents.

At its newest store, located at 950 Criswell Drive, 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, October 29**, and grand opening activities will include a complimentary barbeque, food sampling stations, and a free bag of gourmet coffee to the first 1,000 customers.

"We are excited to open a store in Greenville, expanding our reach in North Carolina with our fifteenth location," said Brett Berry, president and chief executive officer. "This new store has been designed with the Greenville customer in mind, and we look forward to offering residents a unique and rewarding 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.

With over 21,800 square feet of culinary delights, features of the Greenville store will include 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.

The Fresh Market's inviting atmosphere is reminiscent of old-world European markets, says Craig Carlock, chief operating officer. "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 under one roof."

The Fresh Market looks forward to becoming a member of the Greenville community, while bringing approximately 90 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 83 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.

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