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**FOR IMMEDIATE RELEASE:**

**THE FRESH MARKET ANNOUNCES THE VILLAGES GRAND OPENING ON NOVEMBER 5**  
*Specialty Grocer Continues Growth in Florida with the Addition of Twenty-Second Store*

**THE VILLAGES, FL** (October 14, 2008) –**The Fresh Market**<sup>®</sup> is pleased to introduce a unique grocery shopping experience to Florida’s friendliest hometown, The Villages. This marks the specialty grocer’s twenty-second location in The Sunshine State.

At its newest store located at 3740 Wedgewood Lane 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, November 5**, and grand opening activities will include a complimentary barbeque, food sampling stations, and a variety of free gifts to the first 1,000 customers.

“We are pleased to become an integral part of the largest single-site mixed-use development in the U.S. Also family-owned and operated, The Villages is a community whose lifestyle, values and philosophy are perfectly aligned with The Fresh Market,” said Brett Berry, president and chief executive officer. “We are excited to expand our reach in the Southeast and offer The Villages 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.

The new location at The Villages will boast over 20,900 square feet of culinary delights and 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 in the store each day, 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 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 all under one roof."

The Fresh Market looks forward to becoming a member of The Villages 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 84 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](http://www.thefreshmarket.com).

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