



Contact:
Catherine Ogle/Karina Timmel
KC Public Relations
404.233.3993
cogle@kcpr.net/ktimmel@kcpr.net

FOR IMMEDIATE RELEASE

CONSTRUCTION BEGINS FOR NEW FRESH MARKET STORE IN GREENVILLE Specialty Grocer Relocates as Anchor of Edens & Avant Neighborhood Center Development

COLUMBIA, S.C. (October, 25 2007) - Construction is underway at Forest Park, a 53,300 square-foot neighborhood center being developed in Greenville, S.C. by Edens & Avant, one of the nation's leading private retail real estate companies. The Fresh Market will anchor the center, which opens summer 2008.

Forest Park is located at the intersection of Laurens Road and Pleasantburg Drive, minutes from downtown Greenville and convenient to the established neighborhoods surrounding this area. An extraordinary food destination store, The Fresh Market, will introduce its newest format here with a 22,344 square-foot store offering reasonably priced, fresh perishables and everyday grocery items in an inviting, old-world European market atmosphere.

The Fresh Market is relocating its current store on E. North Street to the new neighborhood center to provide customers with an updated, more spacious location that will offer an even larger variety of specialty items. New features will include more parking spaces, bigger grocery aisles, European fixtures that frame the meat and seafood counters, enhanced lighting, a deli island with a wide assortment of prepared foods, an improved selection of organic items and larger floral, gift and bakery departments.

“The Fresh Market is pleased by the reception and continued loyalty from the city of Greenville,” said Craig Carlock, chief operating officer. “Customers recognize The Fresh Market as the premier source for exceptional foods, and we look forward to bringing a larger, enhanced and updated store that will better serve this thriving community.”

Forest Park's development plan includes a blend of national and regional specialty retailers that will compliment The Fresh Market and the boutique feel of the center. A brick façade, wrought-iron columns and plantation shutters are some of the architectural elements that will be featured at the location.

“Greenville is a sophisticated market, and Forest Park is a prime area for an upscale center – while remaining convenient to the booming downtown and surrounding residential areas,” commented Edens & Avant VP-Development, Lyle Darnall. “We have worked with The Fresh Market on a number of developments and share their excitement for this project.”

About Edens & Avant

Edens & Avant develops, owns and operates neighborhood shopping places in primary markets throughout the East Coast. Focusing on innovative development and redevelopment together with key acquisitions in urban areas, the Company has built a portfolio of more than 140 retail centers in 16 states. Edens & Avant has Regional Headquarters in Boston, Washington, D.C., Atlanta, Miami and Columbia, S.C. (Corporate Office). For additional information about the Company and its retail real estate portfolio, please visit www.edensandavant.com.

About The Fresh Market

On March 8, 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. This year, the specialty grocer celebrates 25 years of service and will release an exclusive line of 25th anniversary products, in addition to a special edition cookbook, which will be available for purchase this fall. The Fresh Market currently operates 74 stores in the Southeast and Midwest, with plans for continued expansion into these areas, as well as the Mid-Atlantic region. The Fresh Market is a family-owned, privately held company and remains an equal opportunity employer.

###