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FOR IMMEDIATE RELEASE

THE FRESH MARKET TO OPEN IN LAFAYETTE ON NOVEMBER 28

Specialty Grocer Offers Unique Food Shopping Experience with High Quality Perishables and Superior Customer Service

Lafayette, LA (November 2007) – Introducing a fresh approach to grocery shopping, **The Fresh Market** is delighted to announce its first store in Lafayette. Located on 1810 Kaliste Saloom Rd., the specialty grocer will offer the finest perishables, meats, seafood and produce in an inviting atmosphere with a friendly and knowledgeable staff. Doors will open at 9:00 a.m. on Wednesday, November 28, and grand opening activities will include a complimentary barbecue, food sampling stations, a live jazz band and a free bag of gourmet coffee to the first 1,000 customers.

“A destination for those who enjoy cooking and quality food, The Fresh Market is proud to open a new location in a city known for its great cuisine,” said Craig Carlock, chief operating officer. “As a specialty grocer appealing to all food lovers, we designed this store with the Lafayette customer in mind. We are confident that residents will welcome our ‘neighborhood market’ feel that customers have grown to love.”

Known for its fresh foods and ingredients, The Fresh Market boasts a world-class produce department, an old-world butcher shop, a European delicatessen, flower and gift counter, impressive wine selection and bakery department. Fresh Market CEO, Brett Berry, emphasizes that “quality is more important than label or certification. We go to great lengths to ensure that our customers receive the best service available.” For instance, Fresh Market ground beef is made of breed-specific meats, prepared in the store daily and made solely from whole roasts and steak trimmings. In addition, coffee beans are selected from the top three percent of the world’s coffee production sources including Sumatra, Kona Island and Jamaica’s Blue Mountain. The specialty grocer also carries local goods whenever possible.

The Fresh Market recognizes the value of personal connections through its emphasis on excellent service and employs a team of friendly and 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 to customers looking for new ideas and inspirations for spicing up their traditional recipes or sharing their favorite tips to help shoppers create the perfect meal.

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An intimate setting complete with soft-lighting, classical music and antique décor give the store a welcoming feel and contribute to The Fresh Market's inviting atmosphere, which is reminiscent of the old-world European markets. The Fresh Market Founder Ray Berry adds, "We encourage customers to come experience a family-oriented tradition in an environment conducive for those who enjoy cooking and good eating."

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 75 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. For more information, please visit www.thefreshmarket.com

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