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**THE FRESH MARKET FURTHER EXPANDS ITS PRESENCE IN FLORIDA
Specialty Grocer to Build New Store in Ocala**

OCALA, F.A. (November 11, 2008) – The Fresh Market continues to grow its chain of specialty grocery stores with a new location in Ocala, Florida. The new store will be located at SE 17th Street and is scheduled to open in the fall of 2009.

“We are looking forward to building on our continued success in Florida,” said Randy Kelley, senior vice president of real estate and development for The Fresh Market. “We have opened two new stores in the state this month – in Sarasota and in The Villages – and we look forward to providing customers in the Ocala area with the same quality products and excellent customer service.”

The Fresh Market has built its reputation on being an extraordinary food destination store. “From bountiful produce and high quality meats to convenient prepared foods and an in-store bakery,” said Craig Carlock, chief operating officer for the company, “customers will discover that our stores are committed to variety, freshness and quality as well as superior customer service.”

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 86 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.