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FOR IMMEDIATE RELEASE:

THE FRESH MARKET REPORTS STRONG OPENING IN THE VILLAGES

Record Crowd Turns Out for the Specialty Grocer's Grand Opening

THE VILLAGES, FL (November 18, 2008) –**The Fresh Market**[®] is excited to announce the store's strong opening and warm reception in Florida's friendliest hometown, The Villages. The specialty grocer's twenty-second Florida store proved to be a popular destination at its grand opening on November 5th, where many shoppers waited outside for a ribbon-cutting ceremony to officially open the store in the Buffalo Ridge Plaza Shopping Center.

The store saw a record number of customers turn out for its opening day, with hundreds of shoppers stopping by to sample The Fresh Market's distinctive offerings and customer service. "We're pleased by the response we have received from the residents of The Villages and surrounding areas," says Craig Carlock, chief operating officer. "Our unique shopping experience and philosophy of superior customer service have been well received here, and we look forward to serving the community by offering quality products and service through the upcoming holidays and throughout the year."

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.

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