

FOR IMMEDIATE RELEASE:

**The Fresh Market Brings McClure's Pickles' Bloody Mary Mix To Their
More Than 100 Retail Locations Across the Country**

(Brooklyn, NY, Jan 20, 2012)- The Fresh Market announced the addition of food cult favorite McClure's Pickles' Bloody Mary Mix to their shelves this week. The relationship means more than 100 new locations for the sought-after, small-batch line of spicy drink mix made by family-owned McClure's Pickles.

"We have a fantastic online community and every day we hear from customers across the country who wish they could find our Bloody Mary Mix closer to them. We're thrilled that The Fresh Market is helping us make that happen," said Bob McClure, Co-Owner of McClure's Pickles.

The Fresh Market's commitment to supporting the growth of high-quality, locally-produced foods and listening to what their customers want has also brought growth to their own company as their list of locations continues to spread across the country. "At The Fresh Market, we look for the highest quality, best tasting products available, which are often artisanal products made by expert purveyors," said Mathis Martines, Grocery Coordinator for The Fresh Market. "McClure's Bloody Mary Mix fits that description perfectly; with its zesty flavor and small batch, artisan quality it is a truly unique product," said Martines.

According to McClure, their confidence in the match is shared. "The Fresh Market marks a distinctive addition of retailers for McClure's and one that will promote our products and brand in the best possible way," said McClure. "As our Bloody Mary Mix hits their shelves, we feel confident that the high standards their customers have come to expect will continue and we look forward to a long and growing relationship with The Fresh Market," said McClure.

About The Fresh Market, Inc.

Founded in 1982, The Fresh Market, Inc. (NASDAQ: TFM) is a specialty grocery retailer focused on providing high-quality products in a unique and inviting atmosphere with a high level of customer service. The company currently operates 112 stores in 21 states, located in the Southeast, Midwest, Mid-Atlantic, and Northeast, with plans for continued expansion throughout the country. The Fresh Market is an equal opportunity employer. For more information, please visit www.thefreshmarket.com.

About McClure's Pickles

Bob and Joe McClure grew up making pickles in Michigan using their great-grandmother's recipe. In 2006, they formed McClure's Pickles. With Bob living in Brooklyn, NY and Joe in Detroit, MI, they were able to grow McClure's quickly in two great markets. Now found nationally in specialty gourmet stores and throughout Canada, McClure's strives to bring you the best quality pickled products. For more on our story, visit: mclclurespickles.com.

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